



A STUDY ON CLASSIFICATION OF INTERNATIONAL CULTURAL  
TOURISTS IN BHUTAN

by

TANDIN CHHOPHEL

A Thesis Submitted in Partial Fulfillment  
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok Thailand

June 2003



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## ABSTRACT

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The research examined a relationship of depth of experience and perceived importance of culture with travel characteristics and demographic profile of international cultural tourists in Bhutan. Consequently, the cultural tourism market was segmented based on a two-dimensional model of depth of experience and perceived importance of culture.

The survey research method was used for the collection of data. Two hundred and ninety seven respondents from 13 different countries filled out the questionnaires following their cultural tour in March and April 2003. Data were processed with the help of SPSS version 11. Descriptive statistics were used for the presentation of data on sample profile in the form of percentages and bar charts. Chi -square test was used to examine relationship of depth of experience and importance of culture with travel characteristics and demographic profile. Non-parametric correlation test of Spearman rho was used to examine the relationship of depth experience and perceived importance of culture with the demographic variables of age and monthly income of the respondents.

Participation in cultural activities were mainly in the form of attending religious mask dances, taking part in local festivals such as folk dances, wearing Bhutanese costumes and participating in local sporting events. A high proportion of 82.82 percent of the respondents participated in cultural activities. As much as 52 percent of the



respondents found mask and folk dances the most mesmerizing attraction followed by museums and fortresses with 34 percent, religious sites with 12 percent and the rural community with 2 percent. Sixty one percent visited sites known to them. Forty percent of the respondents stated cultural tour as their future purpose of visit, 36 percent with ecotourism, 23 percent with self-esteem and only 1 percent for sports such as white-water rafting and skiing.

The research findings confirmed a presence of significant relationship of depth of experience and perceived importance of culture with travel characteristics. However, demographic profile did not show any relationship with the aforesaid dependent variables other than level of education. A priori market segmentation approach was applied where five market segments were identified using a two dimensional model. The highest proportion of international cultural tourists belonged to the segment of purposeful cultural tourists with 69.36 percent. The smallest segment of 2.02 percent was casual cultural tourists.

Recommendations based on findings were a creation of an array of avenues for participation in cultural activities, popularize rural community tour, create cultural phenomenon and artifacts, dissemination of information, extend the geographical coverage of tourism and diversify alternative tourism.



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## CHAPTER 1

### GENERALITIES OF THE STUDY

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#### 1.1 Background of the Study

##### 1.1.1 Market Overview

Tourism implies a temporary movement of people to different parts of the world, away from their homes with various motives. Tourism is one of the most flourishing multinational industries as the number of tourists is always on a rise every year around the world. According to the World Tourism Organization (WTO) forecast, by the year 2020, 1.6 billion international trips will be made, worth US\$ 2 trillion (WTO).

Todd (2001) points out a number of factors for today's tourism growth.

- Growth in real income:

An advancement in personal wealth as expressed in the ability of individuals to generate resources beyond those needed to pay for life's basic food, housing, clothing, education, health and, in more recent times, essential consumer goods; in other words, the expanding ability for discretionary expenditure on non-essential items.

- Increase in leisure time.
- Freedom from administrative restraints on international travel.

- Freedom within international currency markets.
- Expansion of fast and widely affordable public transport, coupled with wide access to private transport.
- Peace amongst nations.

Peace and tourism are interdependent. However, critics remain divided over the issue of tourism as a tool for global peace. Does tourism promote global peace? Definitely, tourism is not solely appraisable tool for the promotion of global peace because a number of political, social and economic factors play crucial roles. On the other hand, tourism is undeniably one of the important tools for the promotion of global peace through strengthening closer ties between peoples of different nations, culture and social backgrounds.

Table 1.1.1 (a). Forecast of International Tourist Arrivals (millions) Worldwide and by Region (1995-2020).

Regions	<b>Tourist Arrivals (millions)</b>			
	1995	2000	2010	2020
Europe	335	390	527	717
East Asia/Pacific	80	116	231	438
Americas	111	134	195	284
Africa	20	27	46	75
Middle East	14	19	37	69
South Asia	4	6	11	19
<b>World</b>	<b>564</b>	<b>692</b>	<b>1047</b>	<b>1602</b>

Source: [www.world-tourism.org](http://www.world-tourism.org) (Oct. 2002)



Table 1.1.1 (a) shows international tourist arrivals forecast of 1 billion in 2010 and 1.6 billion in 2020. These volumes represent an overall average annual growth rate of 4.3 percent from 1995 to 2020.

The WTO Vision 2020, as shown in Table 1.1.1(b), Europe will be still leading in receiving the highest number of international tourists with 717 million in 2020 and the least arrivals will be in South Asia with 18.8 million. However, the annual growth rate will be the highest in the Middle East with 7.1% followed by East Asia and the Pacific, and South Asia with 6.6% and 6.2% respectively.

**International Tourist Arrivals.** In spite of the rising trend, the weakening economies of major tourism generating markets and the impact of the terrorist attacks have affected the world tourism. As per the data released in June 2002 by the Secretariat of WTO, the international tourist arrivals of 693 million in 2001 was less by 0.6 percent when compared to the year 2000 with 697 million as shown in Fig. 1.1.1 (a).

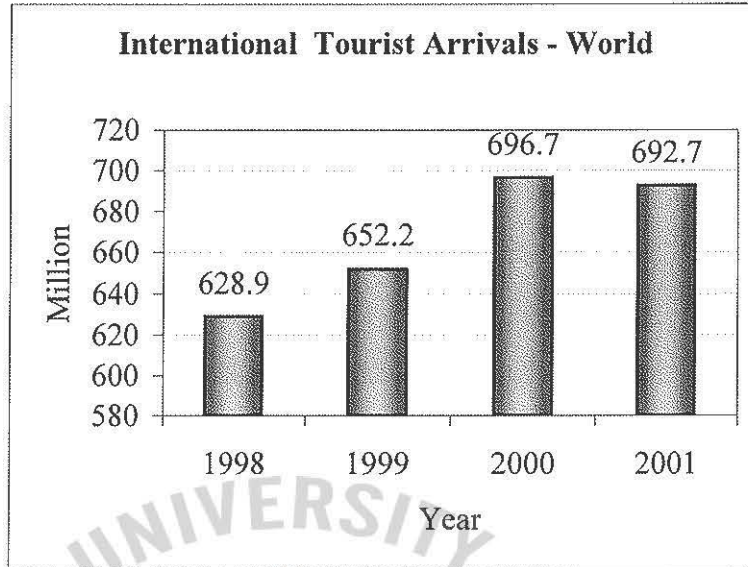


Fig.1.1.1 (a).

Source: [www.world-tourism.org](http://www.world-tourism.org) (Oct. 2002)

**International Tourism Receipts.** International tourism receipts of US\$ 463 billion were recorded worldwide in 2001 (-2.6% over 2000). Tourism receipts are shown regionally in Fig.1.1.1 (b). However, WTO is optimistic as the world tourism recovery is underway. WTO reports that fear is seen progressively fading away and business is gradually returning to normal. Some destinations are expected to take a longer period of recovery due to potential threats from terrorists. Nevertheless, recovery is most visible in intraregional travel, and in the regions of the Pacific, Europe and Africa.

The preliminary tourism statistics for 2002 marked for the first time in history a record of almost 715 million international tourist arrivals as per the WTO news release on

Table: 1.1.1 (b)

**WTO Tourism 2020 Vision: Forecast of Inbound Tourism, World by Regions**  
**International Tourists Arrivals by Tourist Receiving Region (million)**

	Base Year	Forecasts		Average Annual Share Growth Rate (%)	Market Share	
	1995	2010	2020		1995	2020
<b>World</b>	<b>565.4</b>	<b>1,006.4</b>	<b>1,561.1</b>	<b>4.1</b>	<b>100</b>	<b>100</b>
Africa	20.2	47.0	77.3	5.5	3.6	5
Americas	108.9	190.4	282.3	3.9	19.3	18.1
East Asia and the Pacific	81.4	195.2	397.2	6.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2
Intraregional (a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long-Haul (b)	101.3	215.5	377.9	5.4	17.9	24.2

Source: World Tourism Organization (WTO) ©

(Actual data as in WTO database, July 2000)

Notes:

(a) Intraregional includes arrivals where country of origin is not specified.

(b) Long-Haul is defined as everything except Intraregional travel.



27<sup>th</sup> January 2003. Amidst mixed feelings of recovery, grim expectations and debates about the crisis, the year surprisingly ended with a 3.1 per cent increase. It was 22 million more than in 2001 or, compared with the "millennium year" which many experts claim the reference, almost 19 million more than in 2000 (WTO). Hence, tourism experts are optimistic for the year 2003. However, WTO states that preliminary result for 2002 shows a substantial change in the world tourism map: Europe remains firmly in first place, while Asia and the Pacific claimed the number two spot from the Americas. The international arrivals to African and Middle Eastern destinations are growing slightly above the world's average, but the base remains rather low.



Fig. 1.1.1 (b)

Source: [www.world-tourism.org](http://www.world-tourism.org) (Oct. 2002)

## **Tourism Market Trend and Cultural Tourism**

Tourist destinations face the challenges of competition and having to be unique and attractive through innovation. The concept of 'sun, sand and sea' has reached saturation. It has come to a consensus in the sphere of tourism business that a drive towards the transformation of alternative resources to meet the distinctive needs of market segments is a legitimate approach. In European countries, the initiative of 'open days for monuments' in combination with cultural events proved a successful experiment and investment.

Hassan (2000) states that to remain competitive, major world-class destinations are diversifying to attract environmentally oriented tourist segments. The environmentally oriented segments are growing at a very high rate. Interest in Eco-tourism experiences is growing by 25 percent to 30 percent per year and cultural tourism at 10 percent to 15 percent per year, compared to an overall average of 4 percent to 5 percent for the tourism industry in general (WTO, 1996).

According to Richards (1996), cultural tourism industries are growing fastest in those areas, which used to be on the margins of global production. A growing number of tourists are found forsaking the Mediterranean beaches for the palm-fringe delights of Asia and the Caribbean. The culture and arts institutions in Europe are concerned about their cultural audience and their needs. An approach adopted is justification of cultural manifestations in quantitative terms in terms of visitor numbers and income.

### 1.1.2 Tourism in Bhutan

The tiny kingdom of Bhutan is nestled in the heart of Great Himalayas with a population of 700,000 and an area of 47,000 square kilometers. Bhutan lies between the two most populous Asian giants - China and India.

“The range of altitude reveals its variety, rising from 300m (1,000ft) on the Indian frontier to 7,300m(14,000ft) on the Tibetan (Chinese) border, and is less than 150km (90 miles) as the crow flies” (Pommaret, 1999, p.10). Topographically, the country resembles a gigantic staircase.

In 1974, the Royal Government of Bhutan took a cautious step in developing tourism without damaging its cultural values and environment. Tourism in Bhutan functions under the Ministry of Trade and Industry. After the privatization of tourism in 1991, Tourism Development Committee was established consisting of twelve members from government agencies and the private sector. The committee carries out the following functions:

- (a) Act as the apex body to oversee all matters related to tourism development in the kingdom of Bhutan.
- (b) To provide advice and guidance to Department of Tourism in carrying out its functions.
- (c) To approve all plans and programs drawn by the Department of Tourism in consultation with the Association of Bhutanese Tour Operators (ABTO) and other relevant organizations on annual basis.



International Tourism Receipts by Country of Destination										
International Tourism Receipts (US\$million)						Market share in the Region (%)		Growth rate (%)		Average annual growth
	1990	1995	1998	1999	2000	1995	1999	99/98	00/99	99/95
<b>World</b>	263,357	406,216	442,506	455,376	475,772			2.9	4.5	2.9
<b>Africa</b>	5,298	8,101	9,933	10,295	10,673	100	100	3.6	3.7	6.2
<b>Americas</b>	69,196	99,670	117,192	122,366	136,422	100	100	4.4	11.5	5.3
<b>East Asia and the Pacific</b>	39,197	74,538	70,698	75,239	82,462	100	100	6.4	9.6	0.2
<b>Europe</b>	143,235	212,801	231,663	233,067	231,456	100	100	0.6	-0.7	2.3
<b>Middle East</b>	4,402	7,638	8,750	9,835	9,674	100	100	12.4	-1.6	6.5
<b>South Asia</b>	2,029	3,468	4,270	4,575	5,085	100	100	7.1	11.1	7.2
Afghanistan	1	1	1			0				
Bangladesh	11	23	51	50	59	0.7	1.1	-2	18	21.4
<b>Bhutan</b>	2	5	8	9	9	0.1	0.2	12.5	0	15.8
India	1,513	2,583	2,948	3,009	3,296	74.5	65.8	2.1	9.5	3.9
Iran	61	190	477	662	850	5.5	14.5	38.8	28.4	36.6
Maldives	89	210	303	325	344	6.1	7.1	7.3	7.3	5.8
Nepal	64	117	153	168		3.4	3.7	9.8		9.5
Pakistan	156	114	98	76	86	3.3	1.7	-22.4	13.2	-9.6
Sri Lanka	132	225	231	275	253	6.5	6	19	-8	5.1

Source: World Tourism Organization (WTO) ©

(Data as collected by WTO, August 2001)

Table 1.1.2 (a)

- (d) To approve annual budget for development plans and programs to be allocated out of the Tourism Development Fund (TDF) and,
- (e) To abridge a gap between the government and the private sector and facilitate effective and expeditious resolutions of issues emerging from time to time.

The Association of Bhutanese Tour Operators was established in December 1999 with an objective to bring the interests of private sector in tourism industry onto a common platform.

Since then owing to an increasing number of tourists, Bhutan has become one of the important cultural tourism destinations. According to the WTO, shown in the Table 1.1.2 (a), Bhutan has achieved an average growth rate of 15.8 percent between the periods of 1995 to 1999. The data (yearly basis) in table 1.1.2 (b) reflects that the growth rate in terms of receipts was 18.21 percent in 1999-2000. The data maintained by WTO, shown in Table 1.1.2 (a), till the month of August reflects a 0% growth rate in receipts, which has excluded the crucial tourist season in autumn. Table 1.1.2 (c) exhibits that Bhutan receives tourists from more than twenty-seven countries, and the top five are the USA, Japan, Germany, the UK and France. Being a peaceful Buddhist kingdom focussing on a market segment of high paying tourists and expanding the carrying capacity, the number of international tourist arrivals is surging. Pommaret (1999) remarks “ It is a country with a remarkably well-preserved heritage, where traditions are not things of the past but are actively part of daily life” (p.1). Unique culture, architectural features and vestiges, panoramic scenery and rich bio-diversity with 165 species of

mammals, more than 770 species of birds, rich floral wealth including 46 species of rhododendrons and more than 300 species of medicinal plants are the main attractions on which tourism in Bhutan thrives. These tourism resources remain unperturbed and stand firmly against the might of external forces of cultural invasion and environmental degradation in the name of development and modernity.

Bhutan recognizes that tourism, in affording opportunity to travel, can help in promoting understanding among people and building closer ties of friendship based on appreciation and respect for different cultures and lifestyles (Tourism Authority of Bhutan).

Department of Tourism (DoT), formally known as Tourism Authority of Bhutan, frames development plans and programs, balancing the weight of tourism and the sustainability of the sensitive resources on the other hand. Hence tourism policy in Bhutan is epitomized in the dictum of 'high quality, low impact' tourism where the Royal Government of Bhutan continues to actively intervene in quality, pricing and payments (Bhutan National Eco-tourism Strategy, 2002).



Table 1.1.2 (b) Tourism Gross Earning and Government Revenue 1990-2002			
Year	Total Tourist Arrival	Gross Earning US\$ (Million)	Government Revenue US\$
1990	1,538	1.911	
1991	2,106	1.993	0.312
1992	2,748	2.973	0.984
1993	2,984	3.227	1.129
1994	3,971	3.696	1.389
1995	4,765	5.829	2.039
1996	5,138	6.521	2.324
1997	5,363	6.55	2.476
1998	6,203	7.98	3.019
1999	7,158	8.879	3.459
2000	7,559	10.496	4.099
2001	6393	9.196	3.270
*2002	5594		

Source: Bhutan National Ecotourism Strategy, 2002 p-26

\* Source: Bhutan's national newspaper (28th Jan. 2003)

Table 1.1.2 (c) Tourists Arrival By Nationality, Activity and Season 1995-2002								
Country of Origin	1995	1996	1997	1998	1999	2000	2001	2002
USA	865	963	910	1,471	2,122	2,754	2149	
Japan	1,192	1,211	1,173	1,032	1,102	875	1038	
Germany	500	722	533	520	574	662	414	
U.K	418	358	642	686	646	595	681	
France	338	331	229	366	236	399	287	
Netherlands	100	131	234	370	362	359	180	
Canadian	55	57	89	82	149	194	197	
Australia	142	71	121	64	131	179	138	
Italy	202	242	186	218	276	156	44	
Taiwan		32	83	135	179	157	192	
Spain	22	49	33	109	118	141	73	
Switzerland	220	161	186	170	296	137	170	
Austria	200	156	156	270	197	131	128	
Belgium	79	77	75	95	107	95	76	
Thailand	57	181	140	19	71	92	36	
Israel				81	80	68	78	
Finland	8	15	21		5	60	17	
Nepal		15	32	23	23	50	14	
Sweden	45	7	18	58	37	48	28	
Mexico					49	37	07	
Turkey					49	34	30	
Singapore		45	78	77	26	31	15	
New Zealand				28	22	31	25	
Others	322	314	424	329	301	274	376	
TOTAL ARRIVALS	4,765	5,138	5,363	6,203	7,158	7,559	6393	**5594
Trekkers		36.03%	13.91%	21.65%	11.60%	12.25%	7.26%	
Cultural		63.97%	86.09%	78.35%	88.40%	87.75%	92.74%	
High Season*	82.54%	76.55%	82%	82.06%	82.56%	87.14%	80.62%	
Low Season*	17.46%	23.45%	18.00%	17.94%	17.44%	12.86%	19.38%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	

\*High Season: March, April, May, Sept., Oct. and Nov.

\*Low Season: Jan., Feb., June, July, Aug. and Dec.

Source: Bhutan National Ecotourism Strategy, 2002 p-26

\*\* Source: Bhutan's national newspaper (28th Jan. 2003)

## **National Tourism Policy**

The national tourism goals and strategies hinge on the policy of ‘High Value, Low Impact’. The Royal Government of Bhutan continues to intervene in pricing and tariff rate structure to ensure a sustainable level of annual international tourist arrivals in the country. Bhutan tourism targets the highest spending segment with a special sense of care for Bhutanese culture and pristine environment. ‘High Value’ implies monetary value as well as the satisfaction level. It connotes a phenomenon of equating monetary value with satisfying tour experience. ‘Low Impact’ implies a minimum inappropriate behavior by tourist, which is detrimental to the culture and environment. Therefore, the policy of ‘High Value, Low Impact’, which is an unusual policy in the international context, allows high spending and highly responsible tourists segment into the country.

## **National Tourism Goals**

Besides the goal of developing tourism, which is culturally and socially acceptable, economically viable and environmentally friendly, the goals are expressed quantitatively as follows:

- By the end of Ninth Five-Year Plan (2002 – 2007), fifteen thousand international tourist arrivals will generate a gross earning of US\$ 21 million.
- By the end of Tenth Five-Year Plan (2012), tourism will constitute 25 percent of GDP.



## **An Overview of National Tourism Strategies**

- **Organizational Strategies:**

Tourism Development Committee at the apex of the organizational structure plays pivotal role in coordinating various units, setting targets and arbitrate policy-strategy matters. Different units with distinct functions and responsibilities constitute Department of Tourism, Association of Bhutanese Tour Operators, Nature Conservation Division, Royal Society for the Protection of Nature and other government agencies. Policy implementation for tourism sustainable development is also delegated at the community level through district development councils. Strategies spell out in detail about multilateral and bilateral donors in technical assistance.

- **Product Development Strategies:**

Product development emphasizes on enhancement of existing products through boosting of existing and new attractions involving local people and developing attractive pricing and payment structures. Development of new products includes the winter home of the black necked cranes at Phobjikha, Taktshang monastery viewpoint, bird watching, catch and release system of trout fishing, ecotourism, traditional medicine and hot springs, and adventurous activities. Domestic tourism includes festivals, leisure and recreation, nature clubs and education outside classrooms. Fostering community participation is also an integral part of the product development.

- **Marketing Strategies:**

The North Americans remain primary target market due to high paying abilities followed by western Europe, especially the UK, Germany, France and the Netherlands. Japanese do constitute a part of the market. To boost demand for travel to Bhutan, destination image is imperative. An image that Bhutan portrays is an inaccessible exclusive mountain fortress destination with an aura of mystery. Cost effective marketing methods and promotional materials such as pre-trip information, booklets, leaflets, maps etc. constitute the strategy.

- **Human Resource Development Strategies:**

Systematic approach to skills training includes specialist guides for specific sites, skills in handicrafts development, tourist guide training, hotel and guesthouse management training and tour operator training. It also includes exchange programs; short term courses, workshop and conferences with other countries to keep abreast with the latest development and common problems in tourism business.

### **Compatibility of the Research with the National Tourism Goals and Strategy**

The research was conducted within the framework of national tourism policy. The relational study between travel characteristics and tour experience helped in understanding important factors enhancing tour experience or deriving a higher level of satisfaction equal to monetary value. Similarly, relational study between travel characteristics and perceived importance of culture provided an insight on factors

affecting the motive behind visiting Bhutan. It helped in understanding and finding out important factor inducing cultural motive. Hence, strategies were recommended to develop and enhance tour experience and cultural motive leading to ‘High Value’ for both tourism industry and the tourists.

Classification of the sample into five distinct segments helped to conclude that Bhutan receives purposeful cultural tourists who are responsible and exhibit desired behavior towards culture and environment, hence ensuring the compatibility of the study with the national tourism policy of ‘Low Impact’.

## **1.2 Statement of the Problem**

Driven by a continuous influx of tourists in numerous destinations around world, culture of the native loses uniqueness and prominence. Cultural tourism is a blessing as well as blight for destinations. However, it is an issue of serious concern when the culture at a destination is under a wave of changes due to irresistible influence of diverse culture of the tourists.

Butler (1990) has suggested that ‘alternative’ tourists seeking authentic cultural experiences can open up culturally fragile areas, acting as a ‘Trojan Horse’, opening the way to potentially more damaging mass tourism. Wheeler (1991) states that...cultural tourists who seek authentic experiences of local culture could inflict damage on local communities in spite of their low numbers.

In case of Bhutan, the number of cultural tourists remains low when compared with other destinations in the world, running into millions of tourists annually but the



kingdom cannot compromise with its sensitive resources at present. The two consecutive years of 2001 and 2002 had been an exception, where the declining trend of tourist arrivals crept in. The trend was still seen in the first quarter of 2003. It was an indication of a global repercussion of terrorist attacks on 11<sup>th</sup> September 2001 in New York, 12<sup>th</sup> October bombing in Bali, the US lead war on Iraq and an outbreak of killer disease – Severe Acute Respiratory Syndrome (SARS). Table 1.1.2 (c) shows that from the total arrival of 7,559 tourists in the year 2000, 6633 (87.75%) were cultural tourists and only 926 (12.25%) were trekkers. Despite the tariff rate of US\$200 per person per night halt, there is a continuous increase of cultural tourists, which indicates Bhutan, a worth-paying destination.

Besides this tempting trend, Bhutan is cautioned to guard against the negative impact of tourism on culture, which the kingdom has cherished for ages as the symbol of sovereignty and integrity. Based on this fact of domination of tourism market in Bhutan by cultural tourism, a deeper understanding of cultural tourists, their expectations and needs is a key issue for the mutual benefit of both the tourists and the host. The privatization of tourism by the Royal Government of Bhutan encouraged new entrants into the tourism industry. The new entrepreneurs conceived tourism as lucrative business within the limitation of their knowledge about tourists as holiday seekers, sightseeing enthusiasts and photographers. The underlying truth is that Bhutan receives cultural tourists with higher discretionary income and professionals with distinct motives, expectations and seeking different levels of experiences from the cultural tourism. Most of the western authors of many books on Bhutan, at one time or the other traveled in

Bhutan in search of authentic information and to acquire in-depth knowledge about culture.

To meet the expectations of cultural tourists, it has become imperative to understand cultural tourism market segments and niches. The primary appeal of market segmentation is that it gives a sense of direction and guidance for planners and destination marketers with a means to gain a competitive advantage and helps to efficiently allocate scarce marketing resources towards attracting and retaining highly profitable tourist segments.

The main research questions of the study are:

- Does tour experience depend on travel characteristics of participation in cultural activities, awareness about sites, availability of time and presence or absence of competing engagements during the tour?
- Is the perceived importance of culture to visit Bhutan induced by travel characteristics?
- Do cultural tourists participate in any of the cultural activities for the enrichment of their tour experience? If they do, does tourism industry offer sufficiently a wide range of opportunities for them?
- What proportion of the cultural tourists belong to each of the segments so as to infer for industrial applications?

### 1.3 Research Objectives

The main objectives of this study are as follows:

1. To find out the existence of relationship of the depth of experience with the travel characteristics and demographic profile of cultural tourists.
2. To find out the existence of relationship of the perceived importance of culture with the travel characteristics and demographic profile of cultural tourists.
3. To identify the cultural activities that the cultural tourists most participate in Bhutan.
4. To segment the cultural tourism market based on two dimensions:
  1. Importance of culture in making decision to visit Bhutan and
  2. Depth of experience
5. To provide guidelines for the destination marketers and the Cultural Heritage managers regarding cultural tourists' motives, their desire for cultural experience and eventually developing facilities and maintaining cultural products.



#### **1.4 Research Scope**

In a broader perspective, this research intended to understand cultural tourists better in terms of their perceived importance of culture and depth of experience as cultural tourists in Bhutan. It was intended to enhance the identification of market niches and infrastructure development, ensure preservation and continuity of cultural heritage in the kingdom and development of cultural artifacts based on the findings of the research. The study provides framework for the tourism industry pertaining to their decision in destination management, cultural tourism marketing etc., with minimum negative impact.

#### **1.5 Limitations**

- Psychological and sociological aspects of cultural tourists being extremely complex and dynamic process, the variables under consideration in this research may be beyond the scope to fully explore for what it is intended to.
- The research is limited to the extent of only international cultural tourists. The Indian and the domestic cultural tourists do not fall within the domain of this research, which also has an impact on culture and environment. Therefore, findings from the research cannot be inferred to all cultural tourists.
- Entrance to some ancient monasteries and sacred places is restricted for tourists, for reasons of disturbances to people of religious practice, meditation, desecration of holy images and places out of their ignorance and curiosity. Therefore, the research is

limited to the study of those cultural tourists where they are granted accessibility and the experience derived from those sites. An alternative for those cultural tourists who seek authentic experience can be a creation of cultural artifacts and phenomenon.

### 1.6 **Significance.**

In recent years, the field of cultural tourism has emerged as a high growth aspect of the travel and recreation industries. Travelers who engage in cultural tourism have become increasingly sophisticated, while groups that seek to provide cultural tourism services are becoming more knowledgeable about the impacts and opportunities that the industry offers (Walle, 1999). Given this state of affairs, certain practitioner-oriented social sciences (such as public sector/applied folklore) are destined to become prominent within the cultural tourism arena and it is especially relevant in Bhutan, as cultural tourism is a budding industry.

Of late, cultural tourism is emerging as one of the important economic tools for Bhutan to earn foreign exchange and generate employment opportunities. Since the privatization of tourism, ninety-four private tour operators registered by 2001. Till January 2003, the industry had listed 57 approved hotels with 1,013 beds; most of them concentrated in the western region of the country. Contrarily, as Bhutan National Ecotourism Strategy (2002) states, there has been practically no initiative on the part of cultural tour operators to devise innovative trips. Therefore, this research will be a stepping-stone for the entrepreneurs in cultural tourism in Bhutan to be innovative and more inclined towards cultural tourists without deviation from the government's vision:

*The tourism sector will continue to develop in a responsible manner that is economically viable, socially and culturally acceptable, and environmentally sustainable.*

## **1.7 Definition of key terms**

### **Culture:**

Culture as a process is an approach derived from an anthropology and sociology, which regards culture as mainly as codes of conduct embedded in a specific social group. Culture is regarded as the product of individual or group activities to which certain meanings are attached (Richards, 1996).

### **Cultural Tourism:**

In 1980s, WTO defined cultural tourism as trips, which are connected to studies and research, art, culture, festivals, nature, folklore and pilgrimage, with the aim of raising the level of knowledge and experience (Tighe, 1985).

### **Cultural Tourist:**

A cultural tourist is defined as someone who visits, or intends to visit a cultural tourism attraction, art gallery, museum or historic site, attends a performance or festival, participates in a wide range of other activities at any time during his/her trip regardless of his/her main reason for travelling (McKercher, 2002).



**Depth of experience:**

Ryan (1997) states that the experience of a tourist is one that engages all senses, not simply visual. It implies an involvement of the intellect, an indulgence, and enhancement of not only ego but also body.

**Importance of cultural motives:**

It is the perceived importance of culture that tourists attach on culturally motivating factors. The term motive has been used to refer to internal forces, external goals and incentives that guide, direct, and integrate a person's behavior for future potential satisfaction (Iso-Ahola, 1982; Hoyenga and Hoyenga, 1984; Pyo and Uysal, 1990; Uysal and Hagan, 1993).

**Segmentation:**

According to Dibb et al. (1997), market segmentation is defined as the process of dividing a total market into groups of people with relatively similar product needs, for the purpose of designing a marketing mix that precisely matches the needs of individuals in a segment.

**Tourism:**

Tourism includes activities of persons during their travel and stay in a place outside their usual place of residence, for a continuous period of less than one year, for leisure, business or other purposes (Richards, 1996).

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## CHAPTER 2

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### LITERATURE REVIEW

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This chapter is segregated into three parts. The first part pertains to the literature to support framework, explaining key concepts. The key concepts are linked to give a coherent idea of the study, replicating theories and models.

The second part of the literature review focuses on the methodology used in the research. Self-administered survey questionnaire is a common tool to elicit information conveniently and economically. The two approaches to market segmentation are priori segmentation and posteriori segmentation. Priori segmentation proves handy for the purpose of this research.

The third part of the chapter explains the empirical findings of the researches carried out in the related areas.

2.1 Literature to Support Framework

2.1.1 Key concepts

Cultural Tourism -An Alternative Tourism.

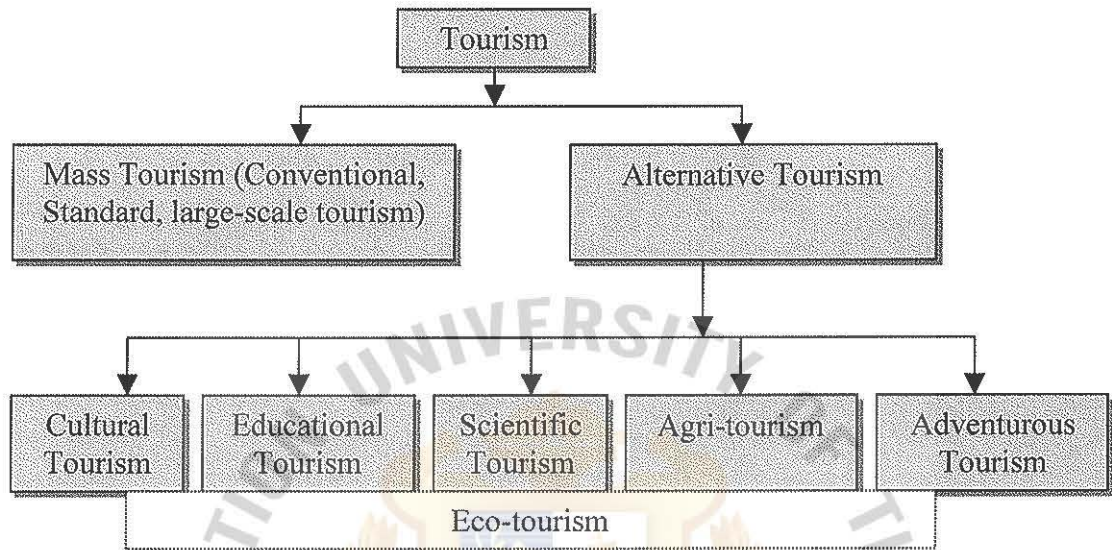


Fig.2.1.1 (a).

Source: *The Alternative Tourism* (Mieczkowski, 1995, p.459)

Mass tourism, characterized by conventional large-scale tourism is an advent of twentieth century phenomenon. It gained impetus with the emergence of industrial revolution in Europe. Mass tourism suited to pleasure seekers and holiday destination seekers abroad. Contrarily alternative tourism, as a branch of a broader spectrum of tourism, is characterized by specific needs of the tourists.

Mieczkowski (1995) includes other branches of alternative tourism loosely in eco-tourism. However, researchers distinguish as distinct branches for in-depth study. Cultural tourism focuses on tourists with cultural motives.



Based on this understanding, Bhutan receives a segment of total tourists in the market. Though, the volume of tourists visiting Bhutan flounders under the policy of focussing on high paying market segment, primarily the North Americans, followed by western Europe especially UK, Germany, France and the Netherlands and Japanese (BNES, 2002), a comparatively high tourist tariff, and constraints posed by carrying capacity, it is justified on the ground of catering to the needs of only a segment of the whole tourism market.

### **Cultural Motives for Making Decision**

Cultural motives are desire to know and learn more about the music, architecture, food, art, folklore, or religion of other people. These motivators stem from a curiosity to experience another way of life through travel rather than just through books or television (Nickerson, 1996).

### **Decision Making Process Model**

Ryan (1997) proposed a model, shown in Fig.2.1.1 (b), of decision-making process by tourists and ultimately choosing a destination. The model elucidates that the decision process emerges from the tourist variables amongst which motive is one of the main variables. Other tourist variables, to name a few, are previous destination experience, life cycle, income, age, life style and value system.

Marketing variables have a catalytic impact upon the decision making process of the tourists. Some of the major constituents of marketing variables are product design, pricing, and advertisement/ promotion channels.

Destination awareness pertains to considered sets of destination attributes, and whether these sets are inert, inept or evoked.

Affective association of destination will be either negative or positive which is based on the previous experience or preconception.

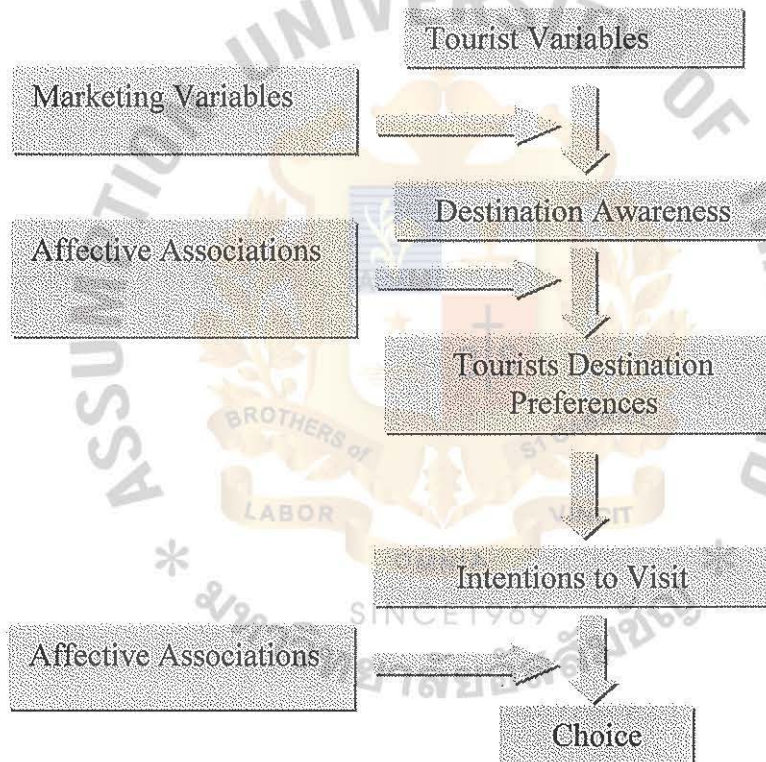


Fig. 2.1.1(b)  
*Process of Destination Choice. (Source: Chris Ryan 1997)*

The next step in the process is tourist destination preferences, which emerges due to preceding variables. Then tourist will choose to travel with various intentions such as

cultural tourism, eco-tourism, shopping, holiday etc. with varying degree of expectations to fulfill their level of needs ranging from 'escape' to 'self-esteem'

Before the final decision of choosing a destination is made, the situational variables intervene. To name a few, such variables are children's school holidays, partner's holiday entitlement, and perceived need for holiday due to 'overwork'. If the variables under consideration are in favor, then decision is made with certain motives. In the case of this research, through this decision process model, tourist would have made decision to visit Bhutan with cultural motives.

### **Experience**

The level of engagement in cultural attractions at the destinations varies amongst individuals and so is their level of experience. In this research, 'experience' is used to connote a psychological phenomenon to express the level of contentment, sense of achievement and understanding from the engagement in cultural attractions at the destinations. Graefe and Vaske (1987) acknowledge that the 'tourist experience' is a useful term to identify the experience of an individual which may be affected 'by individual, environmental, situational and personality-related factors as well as the degree of communication with other people.

According to McKercher (2002), the depth of experience varies based on an array of factors such as, level of education, preconceptions of the sites, interest in culture, meaning to the visitor, time availability, presence or absence of competing activities.



Therefore, depth of experience is the revelation of magnitude of these factors passing through various phases of a cultural tour.

Walab et al. (1997) suggest that ...the depth of understanding gained from visits to specific attractions is unlikely to be great, and a blurring of experiences can be expected. This implies that the experience of the tourists' needs to be measured both at the level of specific attractions and in term of their whole trip, and the development of the mental process represented by memory studied.

### Six Phases of Travel Experience Model

Clawson and Knetsch (1996) developed a model to illustrate travel experience.

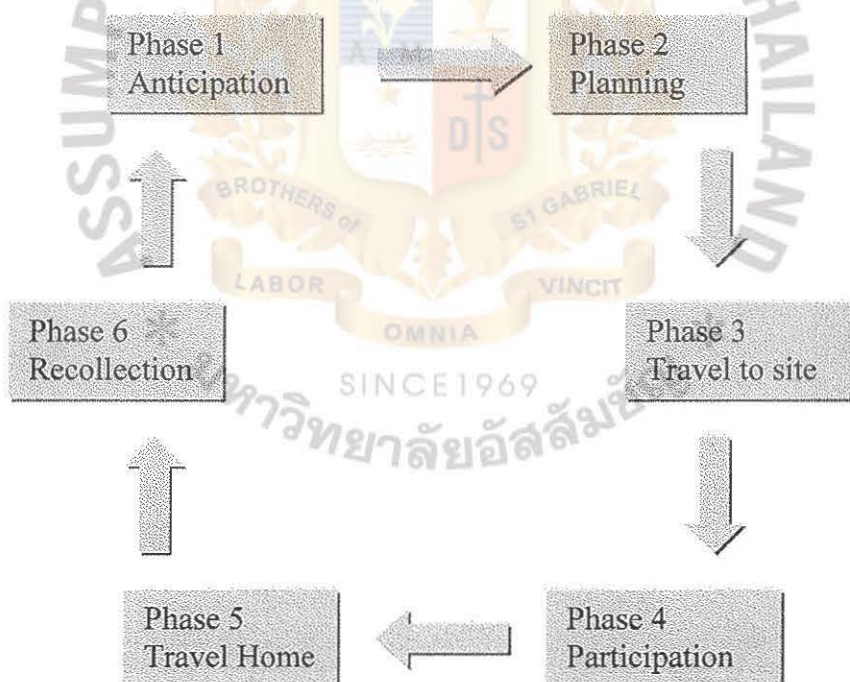


Figure 2.1.1(c) *Travel Experience Model*

Source: Clawson and Knetsch (1996, p.35)

The model explains through six phases as shown in the figure 2.1.1(c). The First Phase is anticipating a trip, in which imagination and enthusiasm develops. The trip may never actually occur; it still contributes to ones happiness through anticipation, studying of maps, brochures, or travel-related articles to build the anticipation.

The Second Phase is planning a trip. Actual preparation for the event includes gathering supplies and equipment; getting air ticket, hotel reservation, passports; and packing. Sometimes, the planning stage requires physical training...for sports participation and similar activities.

The Third Phase is the initial travel to the site, which in some instances such as air travel can be quick. In other instances, the travel is just as expecting as the on-site experience.

The Fourth Phase is participation in planned trip, generally the core of the experience. This is the time to encounter planned activity.

The Fifth Phase is returning from the planned trip. In many instances this is the gearing-down phase when we get our minds back on what needs to be done at the home or at the job.

The Sixth Phase is recollecting the joys of follies of a planned trip. The experience is not usually finished with return trip; participation is relived through pictures, stories and memories.

According to the travel experience model, experience accumulates from stage one through stage six. However, the phase four is crucial as involvement in the events at destinations, both physically and mentally, greatly enhances experiences.



**Tourist Experience Model**

Ryan (1997) developed another model as illustrated in Fig 2.1.1 (d). The model explains the complexity of tourist experience based on an array of factors acting on it.

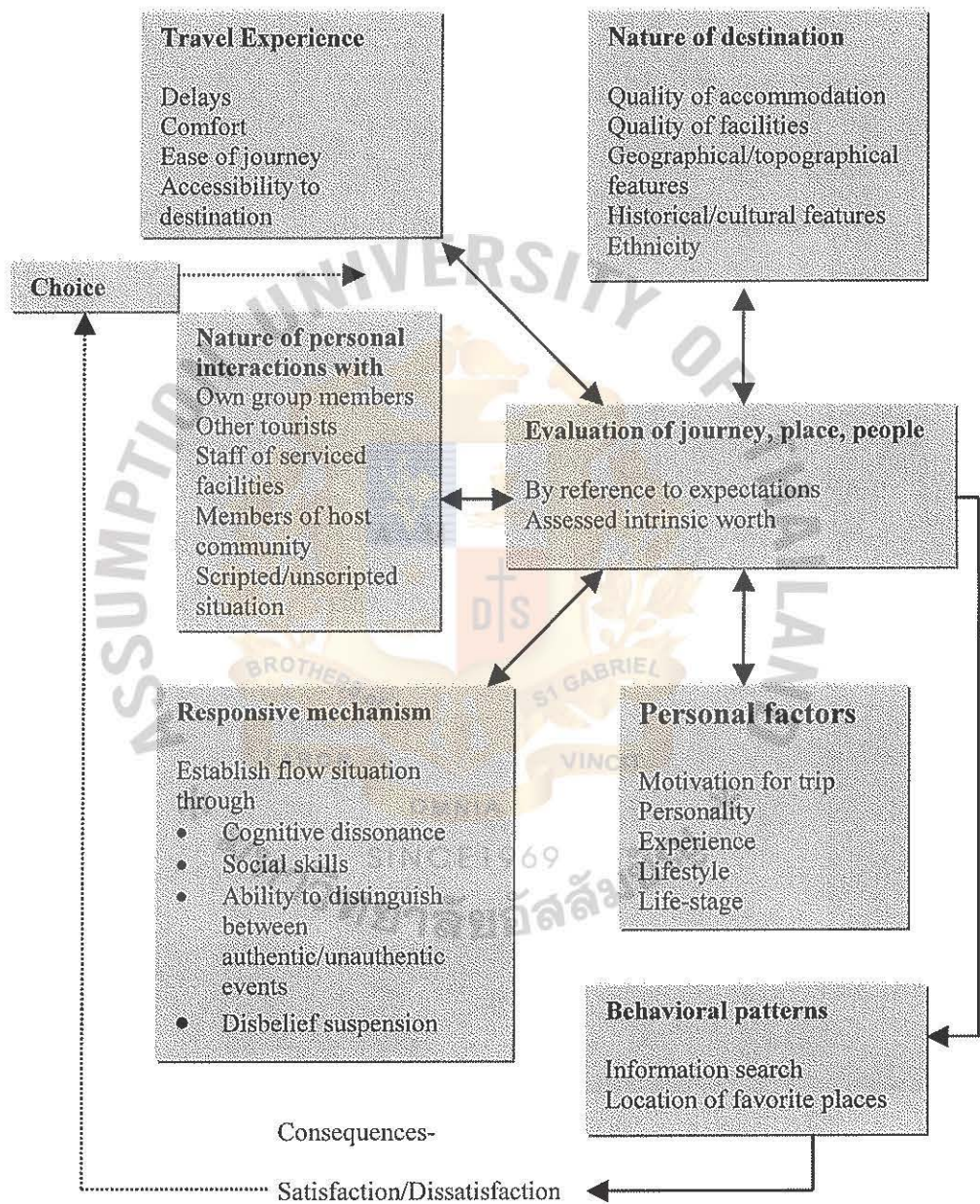


Fig.2.1.1 (d). *The Tourist Experience Model.* (Source: Chris Ryan: 1997, p.54)



Tourist's experience is a complex mesh of psychological phenomenon and interaction with the environment, which stretches from the preconception of the idea of visiting a place through the process of reminiscence after the completion of tour. Ryan (1991) notes that the tourist's experience results from a set of behaviors, which behaviors themselves may be dictated by a set of antecedent conditions and interleaving with intervening variables.

Fig.2.1.1 (d) illustrates the travel experience with delays, comfort, ease of journey, accessibility to destination is in fact a reflection of reality than a preconception alone, and it is important for the tourist in several ways for the overall evaluation of experience. As described by Cooper (1981), a long and tiring journey can mean that arrival at the site is followed by the first day of the holiday being one of recovery rather than exploration. On the other hand, Ryan (1997) states that a pleasant relaxing trip can mean, especially if it entails an arrival at not too late an hour at the destination, effectively gaining an extra day of holiday, and thus a predisposition to initial favorable impressions.

The purposeful tourists learn about the destination attributes for the enrichment of experience. Evaluation of destination involves two criteria – needs and expectations. If needs are not met then it is the portrayal of absence of some attributes that possesses potential for meeting wants. If expectations are not met, it means presence of desired attributes, but not of the required standard. After completion of the destination evaluation through exogenous and endogenous factors, potential tourist delves into for further information and chooses to travel.

Two Dimensional Travel Experience Model

The model shown in Fig 2.1.1 (e) explains travel experience distribution within the four quadrants, based on two dimensions of challenge and skill. Challenging tourism activities/travel at a destination and through the involvement in the activities with high skills lead to derivation of deeper experience, shown as flow.

With a high skill but low challenging activities at the destinations lead to boredom, whereas low skill with high challenging activities lead to anxiety. On the other hand, low challenge accompanied by low level of skill leads to an experience of

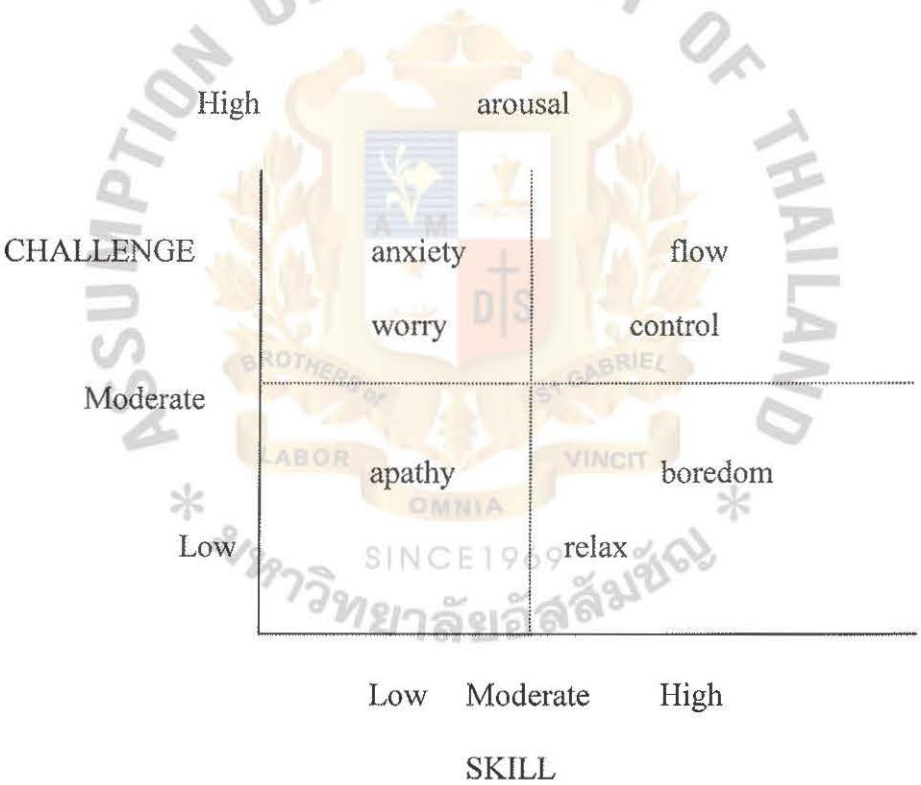


Fig.2.1.1 (e). The travel experience on challenge-skill dimensions  
Source: (Chris Ryan: 199, p.44)

apathy. For instance, when the flight gets delayed, passengers at the airport terminal will be undergoing through all these processes of travel experience. Response to such situation initiates arousal, anxiety and worry as they initially get frustrated, and eventually reaches apathy because of an inability to control events (Ryan, 1991). Their skills are not appropriate to the situations.

The two dimensions of the model differ on the grounds of subjectivity of individual travelers and certainly these approaches do open new avenues for research into the nature of the tourist experience.

### **Market Segmentation**

The strategic importance of tourism market segmentation lies in offering customized services for increasing number of sophisticated tourists. The underlying objective of tourism market segmentation is that it allows destination marketers and policy makers a means to gain a competitive advantage and helps them efficiently allocate scarce marketing resources toward attracting and retaining highly profitable tourist segments.

### **Requirements for Market Segmentation**

Market segmentation is the process of splitting different groups, or segments, within which the customer requirements satisfied by distinct marketing mix (Ma



### Rules for segmentation

The criteria used for segmentation must have the following characteristics,

1. The ability to distinguish between segments, such that each segment has a unique set of characteristics can be served as equally unique marketing strategy.
2. Each identified should have sufficient potential size to justify the time and
3. Effort in planning specifically for this business opportunity.

Kotler (1972) gives three requirements in segmentation.

1. Measurability; or the degree to which the quantified information exists or obtainable on a particular buyer characteristics. Not all characteristics are susceptible to easy measurement. This can be particularly a case with some psychographic variables or benefits sought.
2. Accessibility; or the degree to which the firm can focus its marketing efforts on chosen segments. There should be a link between the segmentation and the instruments of the marketing mix (product formulation, promotion, and distribution).
3. Substantiality; or the degrees to which the segments are large enough to be worth considering for separate marketing.

Morrison (1989) mentions three other requirements.

1. Defensible (the marketer must be sure that each group requires incidental attention).
2. Durable (some market segments are short term.)
3. Comparative (relative market segment).

## Approaches to Tourism Market Segmentation

Middleton (1994) suggested six ways of segmenting markets in travel and tourism.

1. Purpose of Travel.
2. Buyer's needs, motivation and benefits sought.
3. Buyer and user characteristics.
4. Demographic, geographic and economic characteristics.
5. Psychographic characteristics.
6. Price.

Market segments can be identified in many different ways, depending on the objects of the study. As far as the cultural interests and the activities of tourists are concerned, a simple threefold typology can be applied (Bywater, 1993, Walab, 1997).

1. Culturally motivated tourists, who choose a holiday because of its cultural opportunities, they constitute about 5 per cent of the market. Such tourists are highly motivated to learn and to benefit from each opportunity, and they will spend several days in a particular destination and circulate, well prepared and with a professional guide.
2. Culturally inspired tourists, who make once-in-a-lifetime visit to a special site. Their share is about one-third of the market. Special cultural themes will attract this group; they will visit well-known sites of culture, major exhibitions and festivals. They travel around and pile up experiences in many places and never stay in one place. With this element, mass tourism is evident.

3. Culturally attracted tourists, who would like some cultural attractions during their trip, which is chosen for other reasons. Their share is the remaining bulk of the market. Tourists have a positive attitude towards culture but there is a huge contrast in how important culture is for them on holiday.

### **Application of Market Segmentation Criteria in Tourism**

Dibb et al. (1997) examine the application of classic segmentation criteria in tourism.

The total tourism market is divided into five different segments.

1. **Geographical Segmentation:** Geographical segmentation categorizes market groups on the basis of geographical features and is widely used in tourism.
2. **Socio-economic segmentation:** This criterion as a British approach has been widely used in splitting society into six groups based on occupation, represented by the letters A, B, C1, C2, D and E. Although it is a crude approach, still it is in practice.
3. **Demographic segmentation:** Segmentation based on demographic variables has been popular in tourism research. However, race as a demographic variable is rarely used in an era of diversity and Trans-national corporations.  
  
In the quest for better understanding tourism and enhance marketability of tourist products, the researchers have developed relatively more sophisticated and more difficult criteria to identify and measure market segments.
4. **Psychographic segmentation:** This technique is based on the idea that lifestyle, attitudes, opinions, and personality of people determine their behavior.



Common variables used in this technique are health farms and spas, environment, hedonistic aspects etc.

5. Behavioristic segmentation: This segmentation is based on the relationship of the tourists with products such as purchase occasions, user status, attitudes towards products, loyalty to products, benefit sought and readiness stage.

Due to constant change in the tourists' behavior, appropriate methods of segmentation are required.

Walab (1997) states that the tourists holidaying at a coastal or a mountain resort sees an occasional visit to a city or historical site in the hinterland- a visit to a museum, church or monument as a welcome diversion in the holiday program. The destination is not chosen because of these facilities, but once there are opportunities, may be enjoyed very much. Because more holidays are currently getting fashionable, it is very likely that this pattern of cultural pastime will spread. Particularly for this group of tourists, cultural attractions need to be packaged, marked as part of an arrangement and embedded in a lively urban environment. It is clearly a growing market segment.

### **2.1.2 The relationship between key concepts**

#### **Cultural Motives and Experience:**

The pinnacle of cultural motives is cultural experience. Cultural motives usher cultural tourism culminating into an experience. Richards (1996) states that cultural motives are 'novelty' and 'education' resulting in cultural experience. Cultural tourism researchers in Europe noticed that unlike 'general cultural tourists', 'specific cultural

tourists' are driven by a strong sense of 'novelty' or 'education' seeking in-depth experience.

Walab et al. (1997) draws relationship between the cultural motives and the experience, stating that there are signs of important expansion of travelling for and with cultural motives which explains the growing worldwide success and potential of cultural tourism.

Cultural tourism:

- Has the image of adding value to the tourists' experience and hence is easily associated with quality 'tourism'.
- Fits into contemporary pattern of consumption tourism, ever in search of new products and experiences with high satisfaction.
- Allows for a wide product differentiation, which is needed to meet the demands of a growing and segmented tourism market.
- Opens perspectives of new destination, which cannot benefit as 'sun, sand and sea' resources.
- Offers a solution for the problem of seasonality, fits in with the trend toward more active holidays, more environmentally sensitive activities, more short breaks and added value for the business traveler.

Cohen (1979) produced a typology of five modes of tourist's experience based on motivation pertinent to cultural and landscapes tourism.

1. The recreational mode: the tourists seeking relaxation and recreation to restore their general sense of wellbeing.
2. The diversionary mode: the tourists seeking escape from boredom, seeking to make alienation bearable.
3. The experiential mode: the tourists seeking meaning esthetically in the lives of others.
4. The experimental mode: the tourists sampling alternative lifestyles in places distant from their home and,
5. The existential mode: the tourists who has achieved enlightenment by embracing culture of place distant from their home, and when at home lives as an exile.

### **Two Dimensional Model of Cultural Tourism Market Segmentation**

McKercher (2002) developed a conceptual two-dimensional model Fig.2.1.2 (a), integrating the two key concepts of ‘importance of culture in visiting a destination’ and ‘depth of experience’. The ‘importance of culture’ and ‘the depth of experience’ exist along a continuum. Culture is the main reason for the choice of destination for some but it does not have a role in the choice of destination for some. Similarly, depth of experience ranges from a superficial experience to a deeper learning oriented experience.



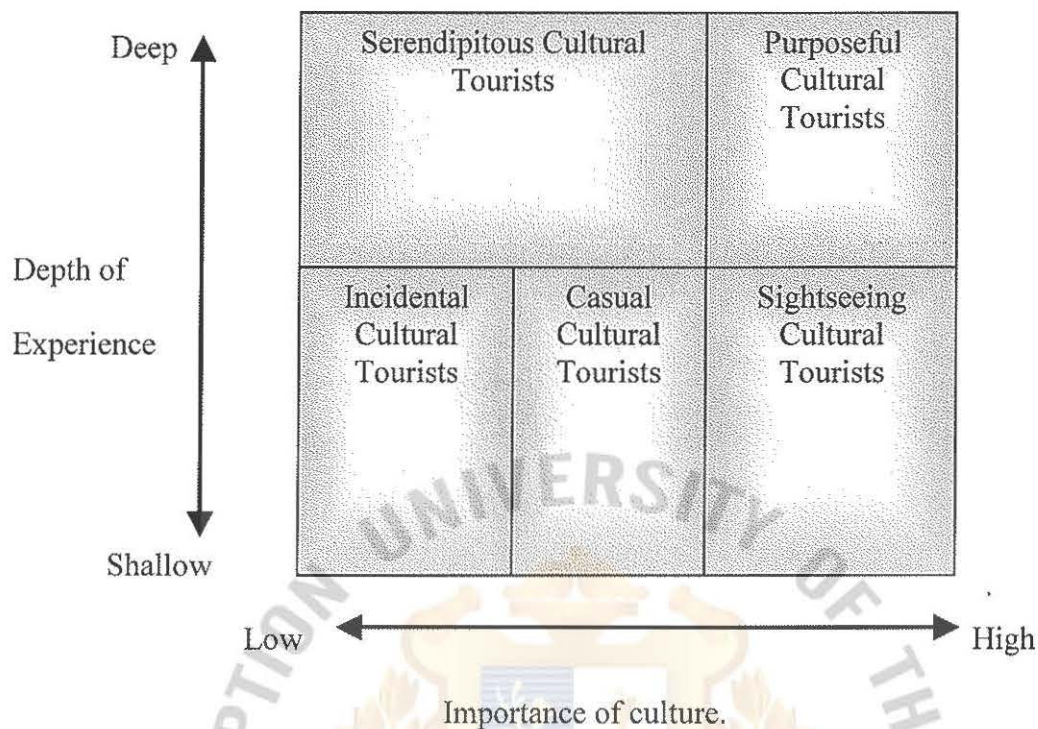


Fig. 2.1.2(a) *Two Dimensional Model of Cultural Tourism Market Segmentation*

(Source: McKercher 2002)

The model defines five types of cultural tourists.

- (1) **The Purposeful Cultural Tourists** (high centrality and deep experience) –  
Learning about the others culture or heritage is a major reason for visiting a destination and this type of cultural tourist has a deep cultural experience.
- (2) **The Sightseeing Cultural Tourists** (high centrality and shallow experience)-  
learning about others culture or heritage is a major reason for visiting a destination, but this type of tourist has more shallow, entertainment-oriented experience.

- (3) **The Casual Cultural Tourists** (modest centrality and shallow experience)- cultural tourism reasons play a limited role in the decision to visit a destination and this type of cultural tourist engages the destination in a shallow manner.
- (4) **The Incidental Cultural Tourists** (low centrality and shallow experience)- cultural tourism play little or no meaningful role in the destination decision-making process, but while at the destination, the person will participate in cultural tourism activities, having a shallow experience.
- (5) **The Serendipitous Cultural Tourist** (low centrality and deep experience)- cultural tourism plays little or no role in the decision to visit a destination, but while this type of cultural tourist visit cultural attractions and ends up having a deep experience.

## **2.2 Literature to Support Methodology**

Social science research deals with people and their social behavior, which is much less predictable than non-human phenomena. Tourism research under the purview of social science is conducted on two basic approaches of quantitative and qualitative to gather data and answer the research questions.

The quantitative approach to research involves statistical analysis and relies on numerical evidence to draw conclusions and test hypothesis. Data is mainly derived from observations, questionnaire surveys and secondary sources. To ensure reliability of the

results, data collected has to be from a relatively larger sample size and rely on computer analysis.

In qualitative approach to research, the methods used to gather information include observation, informal and in-depth interviewing and participant observation. The data collected is more detailed and informative but it involves significant amount of time and labor. To draw inferences and conclusions, researchers use both the approaches.

Olsen (2001) emphasizes that as a rule of a thumb, research methods used should be matched to the problem under investigation. It presumes that problems define methods and not vice versa. Fig.2.2 (a) shows specific methods employed within each category for research. The relative proportion of work that has focussed upon theory testing, building and causal relationship analysis is illustrated. The shaded areas in the bar charts indicate the work, mostly descriptive. The majority of the work has relied upon survey research methods. Relatively small portion of the work has been in the area of theory testing, which includes replication studies. It is found that primary focus is testing theories of others or trying to replicate earlier work in industry context.



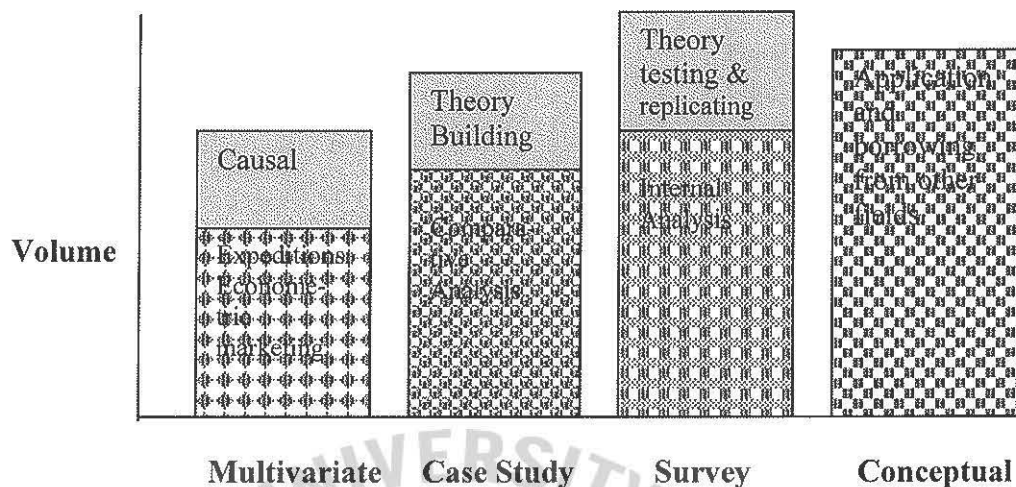


Fig 2.2(a). Research methods

Source: Olsen, M.(2001:101) *Tourism hospitality in 21<sup>st</sup> century.*

Case study research has been employed but less than survey methods. In this approach, the researchers focus on comparative analysis and place less efforts on theory building.

In the multivariate methods category, more effort has been placed on the econometric area along with marketing investigations into consumer related problem. Olsen (2001) asserts that in a few instances, causal analysis has occurred where researchers have recently begun tackle large multivariate problems in the hope of building theory. However, mostly it is still in the replicative and theory testing arena. Conceptual approach has supplied research development in the field and probably served as important underpinnings for methods. In this research, survey method is adopted based on the relevancy to such descriptive research.

In the tourism market segmentation, the commonly used two approaches are priori segmentation and posteriori segmentation. Under priori segmentation analysis, the segments are already known and are divided depending on objective variables-gender, age, repeat or first-time visitors. On the other hand, posteriori segmentation analysis identifies sizes and number of visitors segments that were previously unknown and involves factor-cluster statistical analysis.

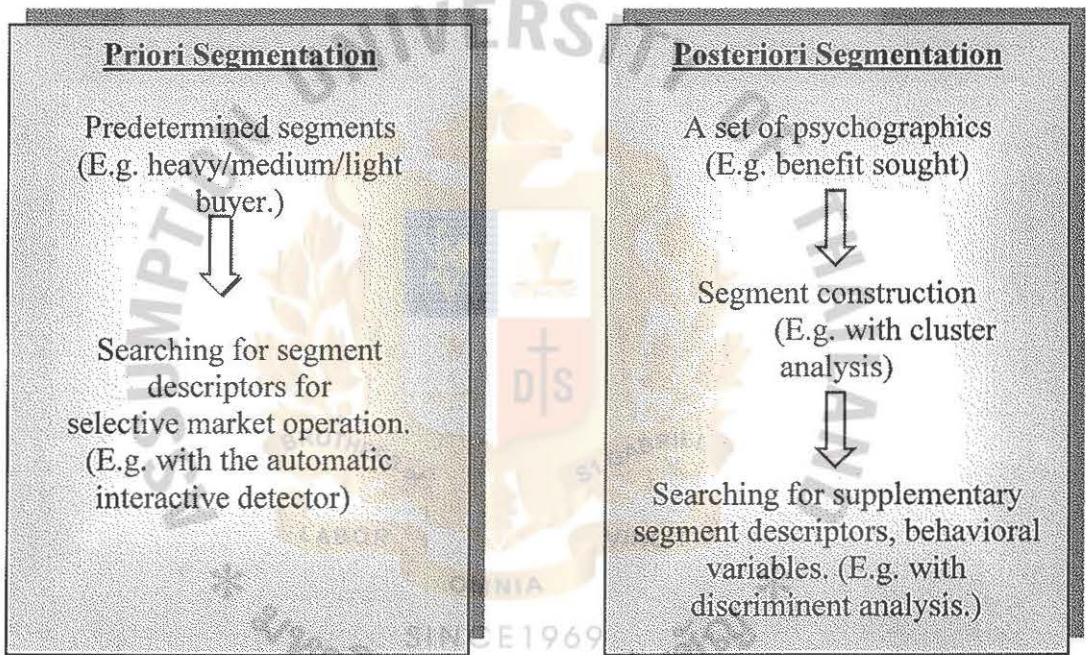


Fig.2.2 (b). The logical structure of a priori and a posteriori segmentation.

Source: Lockwood & Medlik (2001). *Tourism and Hospitality*

A priori segmentation is based on the discretionary selection of variables by the researcher while a posteriori segmentation relies exclusively on empirically delineated segments. In this research, priori segmentation analysis is used where five segments are



identified - purposeful cultural tourists, sightseeing cultural tourists, casual cultural tourists, incidental cultural tourists and serendipitous cultural tourist. These five priori segments are based on the previous research carried out in Hong Kong by McKercher (2002).

In a research conducted by Fornica & Uysal (1998), cultural tourism market segmentation was based on preferences and motivations of tourists attending the Spoleto Festival in Italy. Their research intended to find out whether the segments identified through visitors' motivations and preferences were statistically diversified in terms of demographic characteristics.

The tourism literature is replete with studies that use different descriptors and variables to segment a market (Fornica & Uysal, 1998). However, commonly used variables and descriptors in tourism research are vacation attributes (Crask 1981), benefits sought by travelers (Gitelson and Kerstetter 1990; Loker and Perdue 1992), personal value systems (Madrigal and Kahle 1994), product bundles (Oh, Uysal, and Weaver 1995), and origin and family group type (Ralston and Crompton 1988).

In tourism marketing research, market segmentation is commonly used to unravel the fiber of complexity of tourists' needs and behavior. The potential for market segmentation to bring some degree of order at an acceptable cost into marketing studies was first stated by Smith in 1956 (Smith, 1989). Cultural tourists are characterized by different level of consumption of cultural products. General cultural tourists tend to consume products, which are catchy and appealing to eyes, rather than authenticity and



intrinsic values. Purposeful tourists are choosier and inspired by thorough understanding and in-depth knowledge about the products they consume. In reference to general cultural tourists, Richards (1997) states that the tourists consume cultural products as a part of their trip. Such style of consumption of cultural products is termed as ‘ esthetic cosmopolitanism’ by Urry (1995).

Table 2.2(a). Urry’s ‘esthetic cosmopolitanism’.

<ul style="list-style-type: none"><li>• Extensive travel and the assumption of the right to travel.</li><li>• Curiosity about places.</li><li>• Openness to other people.</li><li>• Willing to take risk of moving out with the tourist “ bubble”.</li><li>• Location of one’s own culture historically and geographically.</li><li>• Aesthetic judgements made about places.</li><li>• Semiotic skill in detached interpretation of mediated tourism.</li></ul>
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*Source: Urry (1995)*

Thereby it is suggested, Richards (1997), that esthetic cosmopolitanism implies the following research needs in cultural and landscape tourism and the research strategies need further to recognize that these aspects are likely to vary by market segments.

- Tourist’s experience: as presence, anticipation, memory and virtuality.
- Tourist’s environmental preferences and their facilitation.
- The effectiveness of media in facilitating insight among tourists.
- Other demands by consumers and their facilitation, and
- In consequence, tourists liking of, or endearment to place.

Tourist's experience and centrality of cultural motives are the two dimensions for the market segmentation for this research; it complies with the suggested approach.

In a study by Gilbert, D. & Terrata, M. (2001) on factors of Japanese tourism demand for the UK, self-administered questionnaires were used for the survey with the co-operation from UK hotels, at which Japanese tourists stay. The Japanese tourists, while in the UK, were asked to fill in the questionnaires, which had been piloted and improved in light of the feedback.

Crotts, J.C & Erdmann, R. (2000) conducted a research on whether national culture influences consumers' evaluation of travel services. Their source of data was from the in-flight survey conducted through self-administered questionnaires by crew personnel in 1996, 1997 and 1998. Self-administrated questionnaires were distributed to passengers on randomly selected flights and on randomly selected days.

For the purpose of measuring British tourists' satisfaction with Mallorca as an off-season holiday destination, their likelihood to revisit in the future, and their likelihood to recommend it to relatives and friends, a self-administered questionnaire was employed for the survey by Kozak, M. and Rimmington, M. (2000). A total of 250 tourists participated in the survey conducted at Palma Airport over a 4-week period. Distribution of questionnaires was carried out only during the daytime. They approached the respondents and informed about the purpose of the survey in advance of being given the questionnaire.

In a study of opportunities for rural heritage museums to maximize tourism visitation by Prideaux, B.R. and Kininmont, L.J. (1999), 293 questionnaires were administered and took approximately 15 to 20 minutes to complete.

### **2.3 Empirical Findings**

Cultural tourism is increasingly gaining importance as an alternative tourism market segment. Facts supported by the Wales Tourists Board's own tourism statistics showed that the cultural tourists accounted for 56 percent of the total tourists (Jones, 2000)

Cultural tourism survey conducted in Spain in 1992 jointly by Onate and Bertolin (1992) found out that 83 percent of the tourists were cultural tourists.

**Age:** In a research conducted by the Department of Tourism Management at Dongguk University in 1998 at the World Cultural Expo found that the ages of cultural tourists ranging from 20 to 49 years and accounted more than 70 percent of the total (Lee, 2000).

A research conducted in London and Scotland in 1992 by Foley (1996) under ATLAS, found that a larger portion of the cultural tourists were aged people. Sixty-three percent of the cultural tourists were above 30 years of age.

Data collected in 1996 for ATLAS Cultural Tourism Project in Portugal by Carvalho (1996) found out that 53 per cent of the cultural tourists were under the age of 30 years and only 9 percent were over 60 years of age.



A survey in the Netherlands in 1998 indicated that 50 percent of the cultural tourists were below the age of 30 years (Richards, 1996).

A survey conducted in 1992, visiting principal cultural sites such as Palazzo Ducale in Italy by Borg and Costa (1998) found that the average ages of cultural tourists were rather low. Twelve percent were found below 20 years, more than 67 percent were in the category of 20 to 49 years. Only one-fifth of the respondents were above 50 years of age.

A study in Germany in 1990 by Roth and Langemyer (1990) indicated that different cultural sites attracted different age ranges. The natural history museums and cultural history museums attracted young people consisting 40 percent of the tourists in their twenties.

Wong et al., (2001) conducted a study on Hong Kong Chinese cultural tourists' behavior on group tour packages. The study indicated that 60 per cent of the 300 tourists were below the age of 35 years.

Prideaux and Kininmont (1999) found that 58 percent of all cultural tourists surveyed in Queensland were over 50 years of age.

In a study of Mainland Chinese tourists in Australia in 2001, out of 248 respondents, 60.88 percent were found within the age range of 35 to 54 years. Aged tourists with 65 years and above constituted only 1.6 percent (Yu and Weiler, 2001).

**Gender:** Cultural tourism survey conducted in Spain in 1992 jointly by Onate and Bertolin (1992) found out that cultural tourists were predominantly males with age ranging between 20 to 29 years.

A study in Germany in 1990 by Roth and Langemyer (1990) indicated that more than 55 per cent of the cultural tourists were men. Male visitors were particularly well presented at the technology and specialized museum (64 percent), but the gender balance was more even at natural history (53 per cent) and arts museum (52 per cent).

Wong, et al., (2001) conducted a study on Hong Kong Chinese cultural tourists' behavior on group tour packages. The study indicated that 38 percent were males and 62 percent were females.

In a study of Mainland Chinese tourists in Australia in 2001, out of 248 respondents, 64.1 percent were found males and 35.9 percent were females (Yu and Weiler, 2001)

**Occupation:** A research conducted in London and Scotland in 1992 by M. Foly under ATLAS, confirmed that majority of the cultural tourists were employed people with special interest in culture. Almost 18 per cent students, 54.3 per cent employed and 9.8 percent pensioners.

A survey conducted in 1992, visiting principal cultural sites such as Palazzo Ducale in Italy by Borg and Costa (1998) found that almost half of the respondents were employed and 8 percent were retired. Remaining 20 percent were found either unemployed or housekeepers.

Wong et al., (2001) conducted a study on Hong Kong Chinese cultural tourists' behavior on group tour packages. The study indicated that most of the respondents had completed their tertiary education, and were they were mostly, 39 percent, white-collar employees.

In a study of Mainland Chinese tourists in Australia in 2001, out of 248 respondents, 43.15 percent were government officials and administrators, 10 percent businessmen, 16.94 percent engineers, 5.24 percent researchers and teachers, 12.5 office clerks, 2 percent factory workers and others constituted 10 percent (Yu and Weiler, 2001).

**Religion:** Religion being an underlying motive for some tourists, it is an important variable in cultural tourism research. A data gathered in 1987 in New York, 2.5 million cultural tourists were attracted towards cathedrals. Most tourists visited with religious motives, with strong faith in Christianity, while some came to see cathedrals (Ryan, 1991).

**Education:** The research revealed that people with higher education are more likely to be interested in cultural tourism. The university or higher level of education was predominant, representing 51.5 percent of domestic visitors and 69 percent of foreign visitors (Lee, 2000).

A survey conducted in 1992, visiting principal cultural sites such as Palazzo Ducale in Italy by Borg and Costa (1998) found that the educational level of the



respondents was high. 28 percent had a higher education, almost 305 had reached the under graduate level and 23 per cent had completed postgraduate at a university and 22 percent were studying.

In a study of Mainland Chinese tourists in Australia in 2001, out of 248 respondents, 20.56 percent had school level education, 68.95 percent university level, 8.67 percent postgraduate level and others consisted only 1.82 percent (Yu and Weiler, 2001).

**Income:** Since tourists are generally identified as the high spending consumers, discretionary income is one of the main variables in the measurement of socio-demographics. In an exploratory study by Gilbert, D. and Terrata, M. (2001) on factors of Japanese tourism demand for the UK, 50 percent of the Japanese tourists respondents indicated that decision to take a holiday depends on when they can afford the expense (discretionary income).

**Nationality:** Nationality, as the basis of market segmentation in a research by Munsters (1990) in Belgium found out that cultural tourists were mostly Europeans: 14 per cent from the Netherlands, 14 percent France, 12 percent the UK, 11 percent Germany, 5 percent Italy, 5 per cent Spain and others constituted 39 percent.

A research conducted in London and Scotland in 1992 by Foly (1996) under ATLAS, found out that more than 50 percent of the cultural tourists were from overseas with origin from the USA 29 percent, Germany 13 percent, Canada 10 percent and France 19 percent.

Cultural tourism survey conducted in Spain in 1992 jointly by Onate and Bertolin (1992) found out that 49 percent were from European Union, 20 percent from South America and 21 percent from North America.

Data collected in 1996 for ATLAS Cultural Tourism Project in Portugal by Carvalho (1996) found out that more than two third of the foreign tourists were from European countries, 6.8 percent from Brazil, and 5.7 percent from the US.

Pettersson (2002) found out that in Sami (northern part of Sweden), 644 respondents of cultural tourists came from 17 different countries, with the three largest groups from Sweden (487), Germany (56) and Norway (40).

In a study by McKercher (2002) found out that out of 2066 cultural tourists, 229 Chinese, 275 Taiwanese, 381 Singaporean, 581 the US, 192 the UK and 408 Australians.

**Awareness:** Tourists aware of the destination tend to be goal oriented, quick in making decision for visits and are specific about the sites. A research conducted by Lewis et al., (1995) found that 67 percent of the British travelers knew beforehand why and where about their tours in Canada. The tour operators noticed an even higher percentage with 71 percent immediately choosing Canada, 67 percent were specific. These results indicate that the tourists aware about the destinations have reasonably well defined goals.

**Cultural motive:** In a research carried out by Hjalager (1996) in Denmark, 31 percent of German tourists traveled to Denmark with importance of cultural motive, while 16 percent of them were found motivated by opportunities of deep cultural experiences.

A survey conducted by Roth and Langemeyer (1996), as a part of ATLAS Cultural Tourism Project in 1992 in Germany, 23 percent of cultural tourists in Berlin indicated that 'cultural site' was 'very important' in making decision to travel, while it was 28 percent in Porta Negra.

Data collected in 1996 for ATLAS Cultural Tourism Project in Portugal by Carvalho (1996) found out that 53 percent of the tourists indicated that culture as the 'very important' factor in making decision to visit Portugal.

A survey in the Netherlands in 1998 indicated 46 percent of the tourists came with cultural motives. North America and Japanese were particularly motivated by culture (Richards, 1996)

A survey conducted in 1992, visiting principal cultural sites such as Palazzo Ducale in Italy by Borg and Costa (1998) found that 73 percent of the respondents indicated that visit to cultural heritage site such as Palazzo Ducale was an important motive.

In 1989, a survey conducted in France by Hjalager (1996) indicated that culture as the most important destination choice, 85 percent of American, 78 percent of Japanese, 73 percent of Austrians, 71 percent of Swiss, 66 percent of Spanish and 62 percent of English and Germans. A similar survey carried out in 1994 in Louvre (France) on



international tourists, 57 per cent had culture as the important motive behind visiting the site.

Silberberg (1995) reports that about 15 percent of all tourists are highly interested in cultural sights and as many as 30 percent of the tourists have participated in some kind of cultural activity. There are also tourists, some 20 percent, who may be interested in cultural sights but do not choose the destination on that basis. A further 20 percent of tourists may occasionally visit cultural sights, while the remaining 15 percent are not at all interested in culture.

In a study in northern Canada, Notzke (1999) indicates that over 70 percent of the respondents claimed to be very interested in visiting culture of native people, particularly interested in, everyday life and handicraft. Getz and Jamieson (1997) point out that aboriginal experience is a growing segment of the tourism business: tourists travelling in North America have a relatively high interest (66 percent) in aboriginal tourist products. A study made in Australia by Ryan and Huston (2000) shows that almost half of the visitors from Australia and overseas, indicated an interest in aboriginal culture, although this was highest among overseas visitors. Aboriginal art, guided tours and music/dance performances are examples of aboriginal activities that visitors wanted to see.

More than 83 percent of the respondents stated their interested in tourism involving the Sami culture in Sweden (Pettersson, 2002); a proportion that was found matching with similar studies from other parts of the world (Getz and Jamieson, 1997).

In a study by McKercher (2002) found out that out of 2066 cultural tourists, 41.8 percent indicated that culture was the main motive behind visiting Hong Kong. 26.7 percent were indifferent and 31.6 percent indicated that culture was not the main motive.

**Participation in cultural activities:** Moscardo and Pearce (1999), focusing on visitors at an Aboriginal Park in Australia, note that different groups of visitors require varying degrees of participation in indigenous cultural activities. Based on this finding they deduce that tourists may be balancing a desire for contact against a concern about feeling uncomfortable, in that they may be intruding on their hosts. Mac Cannell (1999) suggests that tourists search for the genuine experience, but in the light of these examples, it is hard to know to what extent 'everyday life' is a genuine experience or staged authenticity. Therefore, this research tries to uncover what tourists travelling to Bhutan really expect from the Bhutanese culture.

In a study by McKercher (2002) found out that out of 2066 cultural tourists, one-third of them participated in cultural tourism activities at some time during their stay in Hong Kong.

**Availability of time:** In a study of Sami culture in Sweden by Pettersson, (2002), 17 percent stated that they were not likely to buy the Sami tourism products on offer. The most common reasons for this were lack of lack of time.

Gilbert and Terrata (2001) conducted a study on factors of Japanese tourist's demand in the UK. The study revealed that lack of "time" was a difficulty, particularly for the younger group (63.6 percent), and 36.7 percent for the group out of 200 tourists.

### **Discussion on the Theories and Models**

Three models on 'experience' stated in the preceding topics highlight 'experience' as being a psychological phenomena such as excitement, anticipation, euphoria, awesome travel etc., before the actual travel takes place. After the travel, 'experience' consists of recollection and imagination. Hence, tour experience does not lie within the watertight compartment of travel. It precedes and follows the actual travel.

Six phases of travel experience model explains that in the process of anticipation, an inner drive culminates into experience of happiness, which the model emphasizes on the imagination and contemplation about the tour.

Tourists experience model emphasizes that external factors such as delays, comfort, ease of journey, destination attributes and personal factors influence pre-travel experience. During the course of travel, the model explains that responsive mechanism of travel plays crucial role in attaining the level of experience such as cognitive dissonance, social skills, and ability to distinguish between authentic and non-authentic events.

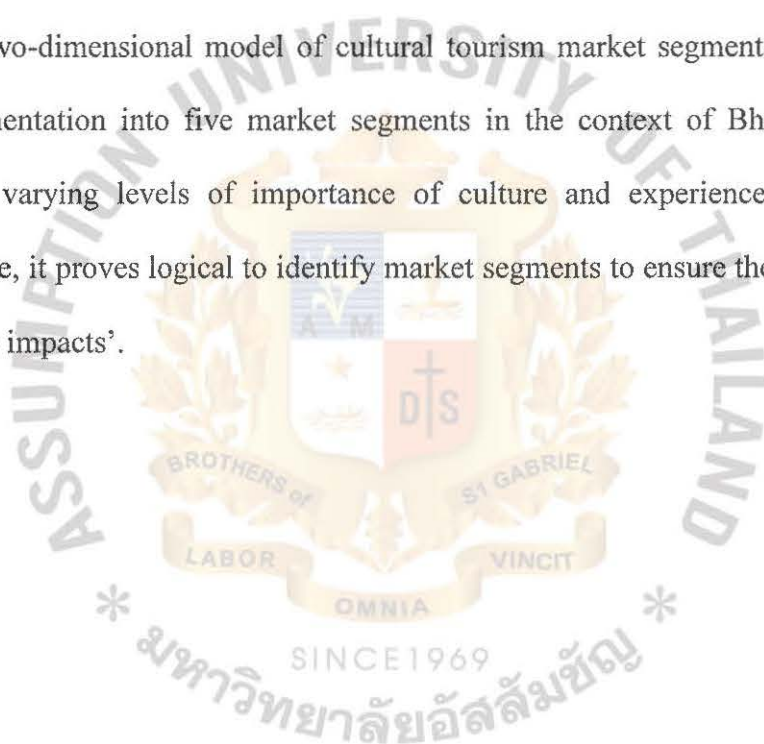
The two dimensional model of travel experience explains that the level of experience swings between the two extremes of challenge and skills. The model blends



the ‘travel experience’ of being personal skills and the external factors. A high challenging tour with low traveling skills brings anxieties and worries. On the other hand, with less challenging tour and a high level of traveling skills brings boredom.

The research applies the concepts of all the three models to ensure an exhaustive study of travel experience in Bhutan. The questionnaire is designed to elicit information pertaining to pre-travel, during the travel and post travel experience.

The two-dimensional model of cultural tourism market segmentation purports a realistic segmentation into five market segments in the context of Bhutanese tourism market. The varying levels of importance of culture and experience persist among tourists. Hence, it proves logical to identify market segments to ensure the policy of ‘high value and low impacts’.



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## CHAPTER 3

### RESEARCH FRAMEWORK

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This chapter is divided into three sections of conceptual framework, definitions of dependent and independent variables, research hypothesis and the expected outcome of the research.

The first section, conceptual framework is a model of the research, which illustrates both dependent and independent variables.

In the second section, the variables are precisely defined for their intended use in this research. Research hypotheses are statements depicting relationships between the dependent and independent variables.

The third section explains the expected outcome of the research.

#### 3.1 Diagram of framework

The diagram of framework illustrates the relationship between the independent variables and the dependent variables. Two dependent variables of perceived importance of culture and depth of experience are shown with common independent variables of travel characteristics and demographic profile in Fig. 3.1 (a).

### Independent Variables

### Dependent Variables

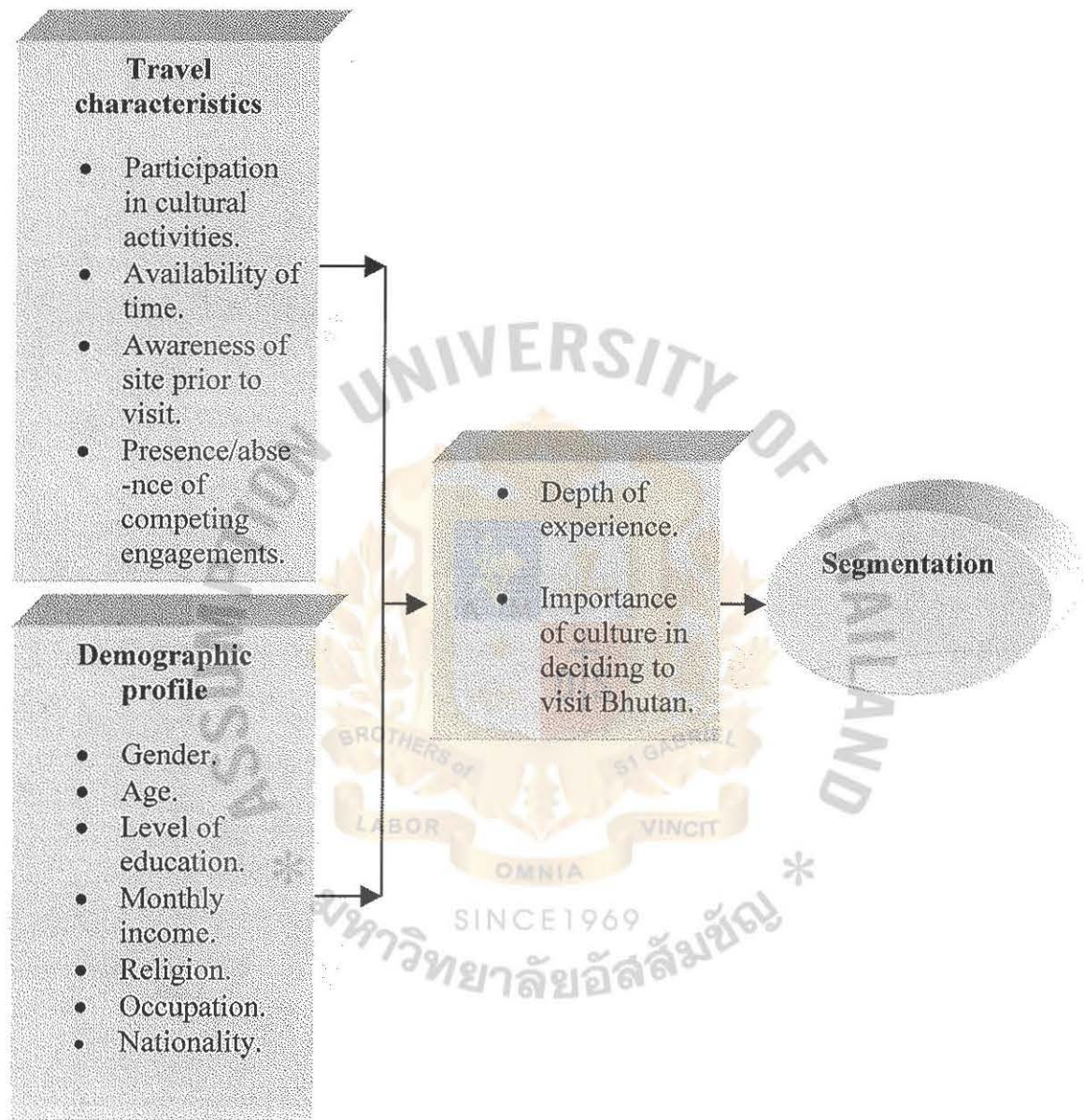


Fig. 3.1 (a) *Diagram of framework*



## **3.2 Definitions of Variables**

### **3.2.1 Dependent Variables**

#### **Depth of experience:**

It is the overall association with the cultural attractions by the tourist and deriving sense of satisfaction, knowledge and achievement. According to McKercher (2002), synonym for ‘depth of experience’ is ‘the level of engagement in cultural attraction’.

#### **Importance of culture in making deciding to visit Bhutan:**

‘Importance of culture’ implies ‘perceived importance of culture’ throughout this research. It is a meaning that an individual tourist attaches to Bhutanese culture which varies in making decision to visit Bhutan. For some tourists, Bhutanese culture is the emanation of Buddhist philosophy, ingrained in their lifestyle, while some view it as a unique and appealing to eyes and nothing much is meant to be learnt and understood.

### **3.2.2 Independent Variables**

#### **3.2.2.1 Travel Characteristics**

#### **Participation in cultural activities:**

Cultural activities (Lewis et al., 1995) include events at historic sites; historic old cities; museums and galleries; unique cultural groups; local crafts; local festivals; live theater and concerts. Participation in cultural activities refers to taking part in any or all of these events.

### **Availability of Time:**

The more time, the more leisurely the cultural tour, hence it enhances deeper cultural tour experience. Silberberg (1995) states that there is paradigmatic shift by cultural tourists towards greater emphasis on quality time experiences with cultural facilities and events offered.

### **Awareness of site prior to visit:**

It is the knowledge, understanding, idea etc. about the site before visit through various media, which induces further exploration of culture for deeper experience.

### **Presence/absence of competing work:**

Presence of competing works may thwart psychological comfort for meaningful tour and hence fail to achieve in-depth experience. According to McKercher (2002), different people have different abilities to engage in cultural and heritage attractions based on an array of factors including presence or absence of competing activities that vie for their time.

#### **3.2.2.2 Demographic Profile**

##### **Gender:**

As per conventional market segmentation based on demographic variables, male and female are generally expected to exhibit different behavior, expectation and needs. Pearce et al., (1998) stated that gender is receiving more attention as a travel market segmentation factor. In Asia Pacific region, the market segmentation of Japanese 'young

office lady' has received attention because of its large size. Destinations targeting the honeymoon market are typically promoted in bride magazines and at bridal shows.

### **Age:**

Stephen et al., (1995) states that age is a crucial part of the segmentation...to promote the tourist destination.

Generally aged tourists seek meaningful and deep experience at the destination whereas the younger ones are more of extrovert and seek fun and adventurous events. Evidence from the Netherlands indicated that older people are more motivated than younger ones in cultural tourism (Richards, 1996).

### **Level of Education:**

Educated elite forms an important market segment as they seek quality tour with deeper experience. Studies in America and Europe have confirmed that education has the strongest single influence on cultural participation. Richards (1996) states that those individuals with a high level of education, and also those in higher education form an important audience for cultural tourism.

### **Monthly income:**

Income is an important determinant of tourism as it helps in the manifestation of inner motives as a tourist. According to Boniface et al., (1994), tourism is a luxury, an expensive activity that demands a certain threshold of income before an individual can



choose to take part. The most useful measure of the ability to participate in tourism is discretionary income.

### **Religion:**

Pilgrimage and cultural tourism are inextricably linked. Religion is still strongly associated with travel to particular destination such as Lourdes, Rome and Mecca ... (Stephen et al., 1995). So, in practical market segmentation, religion is still employed by the tour operators.

### **Occupation:**

It refers to a type of occupation carried out by the cultural tourists presently. Boniface et al. (1994) stated that the nature of occupation not only influence travel opportunity by determining income and holiday entitlement but also has an effect upon the type of holiday demanded.

### **Nationality:**

People from different countries have different behavioral attributes. Hence the level of engagement in cultural activities at the destination differs. A study carried out by New Zealand Tourism Department identified that tourists from USA, Central Europe, Asia and Canada exhibited quite different patterns of behavior in terms of their stay, places visited, activities undertaken, types of accommodations used, shopping and other expenditure (Stephen et al., 1995).

### **Hypotheses Statements**

The hypotheses in this study were intended to find out answers to the research questions of whether the independent variables stated above have any influence on the dependent variables of depth of experiences and the importance of cultural tourism in making decision to visit Bhutan.

#### **Depth of Experience/travel characteristics**

- H1o: There is no relationship between depth of experience and participation in cultural activities.
- H1a: There is relationship between depth of experience and participation in cultural activities.
- H2o: There is no relationship between depth of experience and availability of time.
- H2a: There is relationship between depth of experience and availability of time.
- H3o: There is no relationship between depth of experience and awareness of site prior to visit.
- H3a: There is relationship between depth of experience and awareness of site prior to visit.

H4o: There is no relationship between depth of experience and presence or absence of competing engagement during the tour.

H4a: There is relationship between depth of experience and presence or absence of competing engagement during the tour.

#### **Depth of experience /Demographic variables**

H5o: There is no relationship between depth of experience and gender of the respondent.

H5a: There is relationship between depth of experience and gender of the respondent.

H6o: There is no relationship between depth of experience and age of the respondent.

H6a: There is relationship between depth of experience and age of the respondent.

H7o: There is no relationship between depth of experience and level of education of the respondent.

H7a: There is relationship between depth of experience and level of education of the respondent.



H8o: There is no relationship between depth of experience and approximate monthly income of the respondent.

H8a: There is relationship between depth of experience and approximate monthly income of the respondent.

H9o: There is no relationship between depth of experience and religion of the respondent.

H9a: There is relationship between depth of experience and religion of the respondent.

H10o: There is no relationship between depth of experience and occupation of the respondent.

H10a: There is relationship between depth of experience and occupation of the respondent.

#### **Importance of Culture in making decision to visit Bhutan /Travel characteristics**

H11o: There is no relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.

H11a: There is relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.

- H12o: There is no relationship between importance of culture in making decision to visit Bhutan and availability of time.
- H12a: There is relationship between importance of culture in making decision to visit Bhutan and availability of time.
- H13o: There is no relationship between importance of culture in making decision to visit Bhutan and awareness of site prior to visit.
- H13a: There is relationship between importance of culture in making decision to visit Bhutan and awareness of site prior to visit.
- H14o: There is no relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.
- H14a: There is relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.

**Importance of Culture in making decision to visit Bhutan /demographic variables**

- H15o: There is no relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.
- H15a: There is relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.

- H16o: There is no relationship between importance of culture in making decision to visit Bhutan and age of the respondent.
- H16a: There is relationship between importance of culture in making decision to visit Bhutan and age of the respondent.
- H17o: There is no relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.
- H17a: There is relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.
- H18o: There is no relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.
- H18a: There is relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.
- H19o: There is no relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.
- H19a: There is relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.



H20o: There is no relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.

H20a: There is relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.

### **3.3 Expected Outcome**

A similar research conducted in Hong Kong found no relationship between depth of experience and demographic profile of the cultural tourists. However, a significant difference was observed between different nationalities with regard to importance of culture in visiting Hong Kong as the cultural destination. Visitors from the west were found visiting Hong Kong for cultural reason than the Asians.

The depth of experience was expected to be higher among the older tourists with higher educational level, white-collar occupations and religious minded. Their engagement in cultural activities was expected to be more of intellectual and learning oriented than simply participating in cultural activities physically.

Tourists coming from neighboring countries were expected not to have culture as the important reason to visit Bhutan but amongst those tourists, who were religious, were expected to have culture as the important purpose. Tourists from the west were expected to have Bhutanese culture as the priority to visit Bhutan.

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## CHAPTER 4

### RESEARCH METHODOLOGY

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This chapter is divided into four sections consisting of data source, data collection, data measurement, operationalization of variables and data analysis.

Data source explains the preliminary research methods adopted for the identification of target population and sample size.

Data collection was based on primary data as well as secondary data. For the purpose of this research, primary data was collected through self-administered questionnaires.

Data were measured with ordinal scale and nominal scale. Five point Likert scale was used for variables with ordinal scale.

Data analysis was performed using Chi square test, Spearman rho and descriptive statistics.

#### 4.1 Research Method

##### **Survey Method:**

The Survey Research Method was applied. In such a method, researcher assembles a large number of questions to be posted to the representative sample of the relevant population or to be filled in by respondents on the spot at the time of survey. The questions can be either structured with fixed alternatives or open-ended questions where the respondents are given freedom to express their views or answer which he/ she feels is more

appropriate. For the purpose of this research, the questions were structured with alternatives for convenient, economical and appropriate response.

#### **Data Source:**

As tourism in Bhutan has taken a step further through privatization in 1991, it is still in the process of crystallizing its structure through cautious measures. Consequently, secondary data proves inadequate for the study. Therefore, this research depended heavily on primary data. The primary data was collected through self-administered questionnaires. Self-administered questionnaire is commonly used in social science research as it is entwined with characteristics of suitability in presenting questions and record responses quantitatively.

#### **Target Population:**

The target population in this research was all the cultural tourists who visited Bhutan.

#### **Population element:**

An element is a single member of the population. An element in this research was an individual tourist who came with cultural motives and engaged in cultural activities either wholly or partially at the cultural sites during his or her tour in Bhutan.



### **Sampling frame:**

Zikmund (1997) explains that sampling frame is a list of elements from which a sample may be drawn. The elements in the sampling frame can be operationalized, and it is also called working population. There was no sampling frame in this research, as the profiles of the tourists could not be found. Thus, convenience sampling was employed.

### **Sampling unit:**

Malhotra, N. K. et al., (2000) explains that sampling unit is an element, or a unit containing the elements, that is available for selection at some stage of the sampling stage. For the purpose of this research, some specific places were selected for sampling unit such as Hotel Olathang, Kichu resort, Dechen Hill resort, Tiger nest resort, Hotel Taktshang and the departure lounge (airport) at Paro; Jamyang Resort, Wangchuk Hotel, Yeedzin Guest house and Hotel Pedling at Thimphu; guesthouses at Bumthang, Sherubling guesthouse at Trongsa and Wangdue Phodrang.

### **Sampling Plan:**

For this research, a convenience sampling technique was used, as the exact population size was unknown. Information was collected through the self-administered questionnaire from the target population of cultural tourists who were conveniently available in the hotels, resorts and airport. According to Sekaran (2000) convenience sampling is the best way to elicit basic information quickly and efficiently and it is most often used during the exploratory phase of research.

**Sample Size:**

Since the population size was unknown for sampling purpose, 297 was used as an appropriate sample size with specific reference to the marketing research book by Naresh K. Malhotra and David F Birks (2000), shown in Table 4.1 (a)

Table 4.1 (a) Sample sizes used in marketing research studies.

Type of study	Minimum size	Typical range
Problem identification research (e.g. market potential)	500	1000-2500
Problem-solving research (e.g. pricing)	200	300-500
Products tests	200	300-500
Test marketing studies	200	300-500
TV, radio, or print advertising (per commercial/ad tested)	150	200-300
Tests market audits	10 stores	10-20 stores
Focus groups	2 stores	4-12 stores

Source: Malhotra, N.K. et al. (2000). Marketing research; p-351.

## **4.2 Data Collection**

A cross sectional survey was conducted from 20<sup>th</sup> March to 16<sup>th</sup> April 2003. Besides the normal cultural attractions, the period also coincided with the major religious and cultural festivals.

A total of 350 questionnaires were distributed: 125 in Paro at Hotel Olathang, Kichu resort, Dechen Hill resort, Tiger nest resort, Hotel Taktshang and at the departure lounge at the airport; 125 in Thimphu at Jamyang Resort, Wangchuk Hotel, Yeedzin Guest house and Hotel Pedling; 40 in Bumthang at guesthouses, 30 in Trongsa at the guesthouse and 30 in Wangdue Phodrang. However, 297 were returned and consequently the rate of return was almost 85 percent.

With a prior consent from the managers of hotels, resorts and guesthouses, the questionnaires were distributed to the cultural tourists at the lounges. The job was assigned to selected staff members who were responsible for both distribution and collection of questionnaires. Writing materials such as pencils and pens were provided for convenience and timely response from the tourists. Convenience of the tourists was duly considered at the time of survey. Similarly, the survey was conducted at the departure lounge at Paro airport. The possibility of responding for the second time by the tourists was avoided.

The tour guides and the staff of the hotels, resorts, guesthouses and departure lounge (airport) were involved in the survey. It was advantageous to conduct survey through those people because of their convenience in dealing with the tourists.



### **4.3 Data Measurement**

For cultural tourism market segmentation based on a model, two types of scales were used for the measurement of variables i.e., nominal and ordinal scales. Five point Likert scale was used to measure the depth of experience and the perceived importance of culture in making decision to visit Bhutan.

#### **4.3.1 Operationalization of Variables**

Operationalization of variables defines variables in terms of their specific criteria of measurability. Operationalization is carried out by looking at the behavioral dimensions, facets, or properties denoted by concepts or variables, and categorizing into observable and measurable elements. The measurement of variables in this research was carried out after making operational as shown in the Table 4.3.1 (a).

#### **4.3.2 Questionnaire**

The questionnaire consisted ten questions designed to measure variables: depth of experience, perceived importance of culture in making decision to visit Bhutan, travel characteristics and demographic profile of cultural tourists which in turn formed basis for the segmentation of cultural tourism market. The questionnaire was shown in the Table 4.3.1 (a) with the corresponding level of measurement applied.

## **Pre-Test**

To ensure the reliability of the self-administered questionnaire, a pre-test is essential. Churchill (1995) suggests that data collected should never be without an adequate pre-test of the instrument.

Based on the initial set of 30 questionnaires filled in by international tourists in October 2002 in the capital city –Thimphu, pre-test was conducted and necessary corrective measures were taken. It was to ensure that respondents respond in accordance to the researcher's objectives with no communication bias and ambiguity.

### **4.3 Data Analysis**

After the necessary data and required information were in hand, in quantitative form, data were encoded using the Statistical Package for Social Science (SPSS) for analysis. For the purpose of analysis, computer software packages were used for accuracy. Analysis also included finding frequency distribution and percentages.

**Table 4.3.1 (a). Operationalization of variables and Questionnaire**

Variables	Operationalization of variables	Questions	Level of Measurement
Depth of experience.	<ul style="list-style-type: none"> <li>Level of understanding, a sense of satisfaction and achievement from cultural attractions.</li> </ul>	<p>Q1. Please indicate your level of satisfaction ranging from 1 to 5. Satisfaction level reflects your tour experience of understanding and appreciation of cultural attractions.</p> <p>1. <input type="checkbox"/> Very dissatisfied.</p> <p>2. <input type="checkbox"/> Dissatisfied.</p> <p>3. <input type="checkbox"/> Neither Satisfied nor dissatisfied.</p> <p>4. <input type="checkbox"/> Satisfied.</p> <p>5. <input type="checkbox"/> Very satisfied.</p>	Ordinal
Importance of cultural motives.	<ul style="list-style-type: none"> <li>Level of importance of culture that respondent has.</li> </ul>	<p>Q2. How important is Bhutan to you as a cultural tourist destination?</p> <p>1. <input type="checkbox"/> Least important. (Culture did not influence me to visit Bhutan)</p> <p>2. <input type="checkbox"/> Less important.</p> <p>3. <input type="checkbox"/> Neither important nor less important.</p> <p>4. <input type="checkbox"/> Important.</p> <p>5. <input type="checkbox"/> Most important. (Culture is the main reason to visit Bhutan).</p>	Ordinal



Participation in cultural activities.	<ul style="list-style-type: none"> <li>Involvement in any cultural activities at the site.</li> </ul>	<p>Q.3 Have you participated in any of the following activities?</p> <p>1. Yes      2. No</p> <p>1. Folk dances. <input type="checkbox"/> <input type="checkbox"/></p> <p>2. Religious ceremonies. <input type="checkbox"/> <input type="checkbox"/></p> <p>3. Local festivals. <input type="checkbox"/> <input type="checkbox"/></p> <p>4. Wearing Bhutanese costumes. <input type="checkbox"/> <input type="checkbox"/></p> <p>5. Others. (Please specify if any).....</p>	Nominal
Availability of time.	<ul style="list-style-type: none"> <li>Whether the respondent has enough time to learn and engage in the cultural activities till he understands.</li> <li>Hasty or leisurely tour</li> </ul>	<p>Q.4. Did you have enough time to learn and better understand the culture during this visit?</p> <p>1. Yes      2. No.</p> <p><input type="checkbox"/> <input type="checkbox"/></p>	Nominal
Awareness of site prior to visit.	<ul style="list-style-type: none"> <li>Some knowledge of sites and culture by the respondent</li> </ul>	<p>Q.5 Were you aware of Bhutanese culture prior to your visit?</p> <p>1. <input type="checkbox"/> Yes (I already have some knowledge about Bhutanese culture).</p> <p>2. <input type="checkbox"/> No (I did not have any knowledge about Bhutanese culture).</p>	Nominal



Demographic profile		Q.10 Demographic profile of respondents.	Nominal
Gender.	<ul style="list-style-type: none"> <li>Male or female</li> </ul>	<b>Gender.</b> 1. Male. <input type="checkbox"/> 2. Female. <input type="checkbox"/>	
Age.	<ul style="list-style-type: none"> <li>Age of respondents in years</li> </ul>	<b>Age.</b> 18 to 50years 1. <input type="checkbox"/> Above 50 years 2. <input type="checkbox"/>	
Level of education.	<ul style="list-style-type: none"> <li>Level of education that respondent last attended.</li> </ul>	<b>Level of education.</b> High school. 1. <input type="checkbox"/> Bachelor's degree 2. <input type="checkbox"/> Master's degree. 3. <input type="checkbox"/> Ph.D. 4. <input type="checkbox"/>	
Approx. monthly income	<ul style="list-style-type: none"> <li>An approximate monthly income of the respondent.</li> </ul>	<b>Approximate monthly income:</b> Below US\$ 10,000 1. <input type="checkbox"/> US\$10000-20,000 2. <input type="checkbox"/> US\$20000-40000 3. <input type="checkbox"/> US\$ 40000 & above 4. <input type="checkbox"/>	
Religion	Religion of the respondent.	<b>Religion:</b> Christian 1. <input type="checkbox"/> Buddhist 3. <input type="checkbox"/>	



Occupation.	<ul style="list-style-type: none"> <li>Type of respondent's current occupation.</li> </ul>	<p>Islamic 2. <input type="checkbox"/> Hindu 4. <input type="checkbox"/></p> <p>5.Others.....</p> <p><b>Occupation:</b></p> <p>1. Legislator/Government Official <input type="checkbox"/></p> <p>2. Professional <input type="checkbox"/></p> <p>3. Technicians <input type="checkbox"/></p> <p>4. Craft and related trade worker <input type="checkbox"/></p> <p>5. Retired personnel <input type="checkbox"/></p> <p>6. Others, if any .....</p>	
Nationality.	<ul style="list-style-type: none"> <li>Country of origin.</li> </ul>	<p><b>Country.</b> _____</p>	

4.4.1 Statistics used

Descriptive and inferential statistics were used for the analysis including Chi Square  $\chi^2$  test and Spearman rho ( $\rho$ ).

Descriptive statistics involves the presentation of information in a fairly simple form. In this research, it was used to summarize the information of the respondents' demographic profile such as age, gender, level of education, monthly income, religion, occupation and nationality. To summarize the choice of particular alternative response in the questionnaire by respondents, frequency distribution was used to express in terms of value and percentage.

Table 4.4.1 (a) Statistics used

Hypothesis	Concepts	Statistics
H1	There is no relationship between depth of experience and participation in cultural activities.	Chi Square $\chi^2$
H2	There is no relationship between depth of experience and availability of time.	Chi Square $\chi^2$
H3	There is no relationship between depth of experience and awareness of site prior to visit.	Chi Square $\chi^2$

H4:	There is no relationship between depth of experience and presence or absence of competing engagements during the tour.	Chi Square $\chi^2$
H5:	There is no relationship between depth of experience and gender of the respondent.	Chi Square $\chi^2$
H6:	There is no relationship between depth of experience and age of the respondent.	Spearman rho ( $\rho$ )
H7:	There is no relationship between depth of experience and level of education of the respondent.	Chi Square $\chi^2$
H8:	There is no relationship between depth of experience and approximate monthly income of the respondent.	Spearman rho ( $\rho$ )
H9:	There is no relationship between depth of experience and religion of the respondent.	Chi Square $\chi^2$
H10:	There is no relationship between depth of experience and occupation of the respondent.	Chi Square $\chi^2$
H11:	There is no relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.	Chi Square $\chi^2$



H12:	There is no relationship between importance of culture in making decision to visit Bhutan and availability of time.	Chi Square $\chi^2$
H13:	There is no relationship between the importance of culture in making decision to visit Bhutan and awareness of site prior to visit.	Chi Square $\chi^2$
H14:	There is no relationship between the importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.	Chi Square $\chi^2$
H15:	There is no relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.	Chi Square $\chi^2$
H16:	There is no relationship between importance of culture in making decision to visit Bhutan and age of the respondent.	Spearman rho ( $\rho$ )
H17:	There is no relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.	Chi Square $\chi^2$
H18:	There is no relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.	Spearman rho ( $\rho$ )

H19:	There is no relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.	Chi Square $\chi^2$
H20:	There is no relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.	Chi Square $\chi^2$

#### 4.4.2 Decision Rule for Interpretation

Acceptance of null hypothesis is the indication of no relationship between two groups of respondents or among the same group. On the other hand, rejection of null hypothesis indicates that there is relationship between two groups or among the same group. For the purpose of testing hypothesis in this research, the level of statistical significance was stated at  $\alpha = 0.05$ , with 95% confidence. For every SPSS output which was more than the significance value of 0.05, null hypothesis was accepted and vice versa.

#### 4.4.3 Diagnosis of Statistical Methods

**Descriptive statistics** are statistical indices that summarize the basic characteristics of a distribution of responses or observations made. In descriptive analysis, observations or responses in the form of raw data are transformed into comprehensible and interpretable form through statistical indices such as averages, frequency distributions and percentage distribution.

**Inferential Statistics:** Chi Square test is popularly used for nominal data to find out whether there exists relationship between two nominal variables or whether they are independent of each other. Chi Square test uses the following formula:

$$\chi^2 = \sum \frac{(fo - fe)^2}{fe}$$

Where  $\chi^2$  = Chi Square.

fe = frequency expected due to chance.

fo = frequency observed.

#### Criteria for the use of Chi Square $\chi^2$ Statistics

- If some of the expected values in a cross tabulation are less than 5, the observed significance level based on Chi Square distribution may not be correct. In general Chi Square test should not be used, if more than 20 % of the cells have expected count less than 5.
- Also none of the expected count should be less than 1.

#### Spearman rho ( $\rho$ ) test of correlation

Non-parametric correlation test of Spearman rho ( $\rho$ ) is used to find relationship on pairs of data at ordinal level or above. It is a test of correlation, which describes the relationship (not the difference) between two variables.



Formula for Spearman rho ( $\rho$ ):

$$r_s = 1 - \frac{6(\sum d^2)}{N(N^2 - 1)}$$

Where d= difference between pairs of ranks.

N= number of pairs.



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## CHAPTER 5

### DATA ANALYSIS

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The current chapter contains four sections. The first section pertains to the Profile of the Sample. The profile of the sample gives a summary of the respondents with regard to their demographic profile. Summary is represented using bar charts with percentages and actual counts.

The second section of the chapter is Test of Hypotheses Results. Every hypothesis had been tested individually using SPSS version 11. The results were presented using tables with the SPSS output values.

The third section presents a summary of results of hypotheses. It is a tabular representation of the SPSS outputs with the corresponding methods used for every hypothesis and decisions made accordingly.

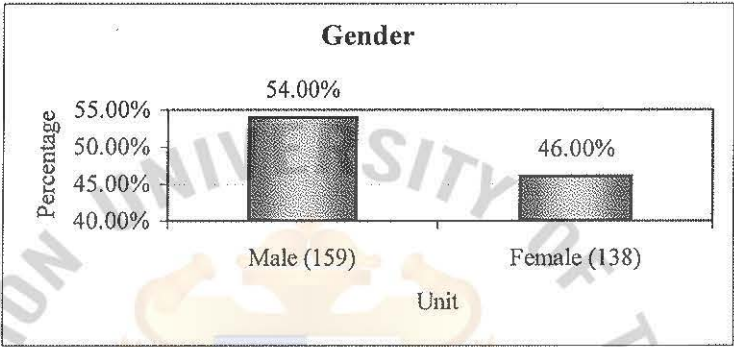
The last section of the chapter is Explanation of the Results. The results were explained in sequence with the hypotheses i.e., every independent variable with the dependent variable. Critical analysis of the results was carried out keeping in view the research questions and objectives.

5.1 Profile of the Sample

- **Gender.**

From the total respondents of 297, the number of males and females were 159 (54%) and 138 (46%) respectively as shown in Figure 5.1 (a).

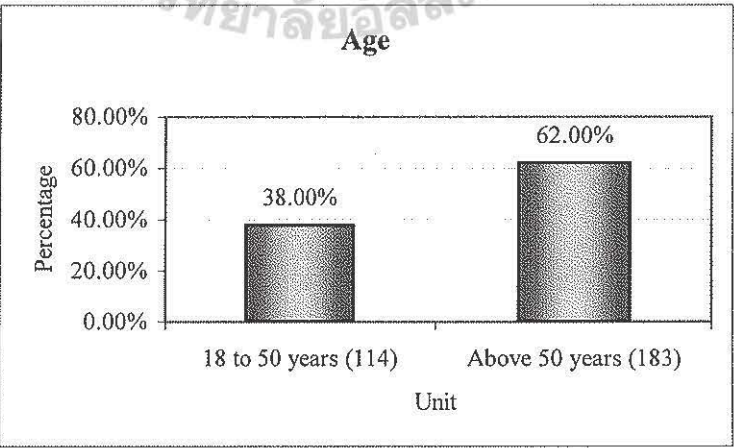
Figure 5.1 (a)



- **Age.**

The proportion of cultural tourists with age range above 50 years was found higher than the age range between 18 to 50 years. 183 were above 50 years, i.e., 62% and 114 were between 18 to 50 years, i.e., 38% as shown in Figure 5.1 (b).

Figure 5.1 (b)

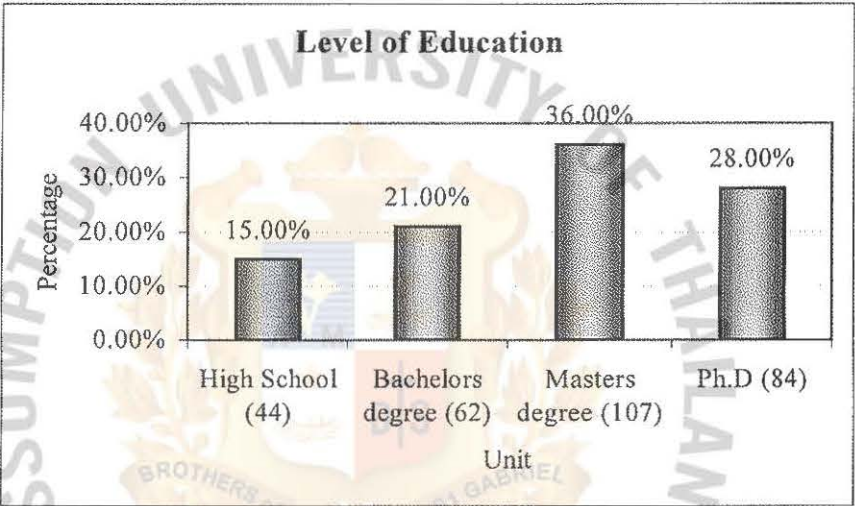




- **Level of education.**

With regard to the level of education of the sample, the maximum number of tourists was found in the category of Masters degree. 44 (14.81%) were in High school category, 62 (20.88%) in Bachelors degree category, 107 (36.01%) in Masters degree category and 84 (28.30%) in Ph.D. category as shown in Figure 5.1 (c).

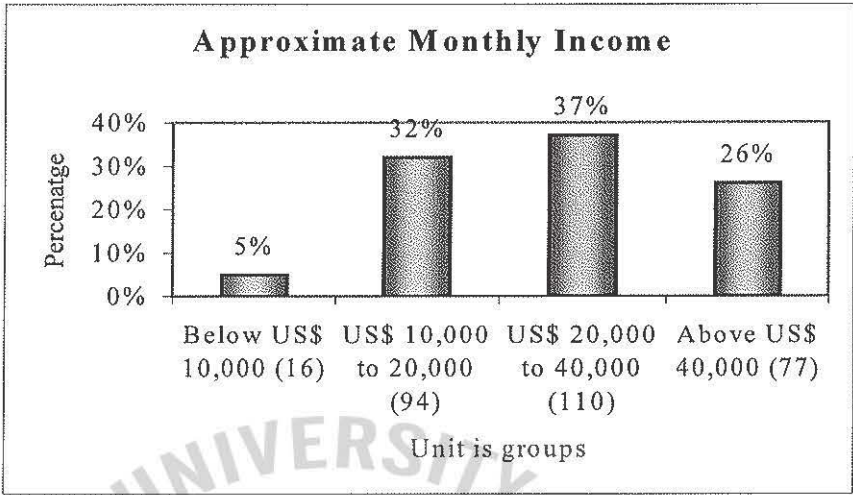
Figure 5.1 (c)



- **Approximate monthly income.**

The largest income group was found within the range of US\$ 20,000 to 40,000. 16 (5.39%) were below US\$10,000; 94 (31.65%) between US\$ 10,000 to 20,000; 110 (37.03%) between US\$ 20,000 to 40,000 and 77 (25.93%) above US\$ 40,000 as shown in Figure in 5.1 (d).

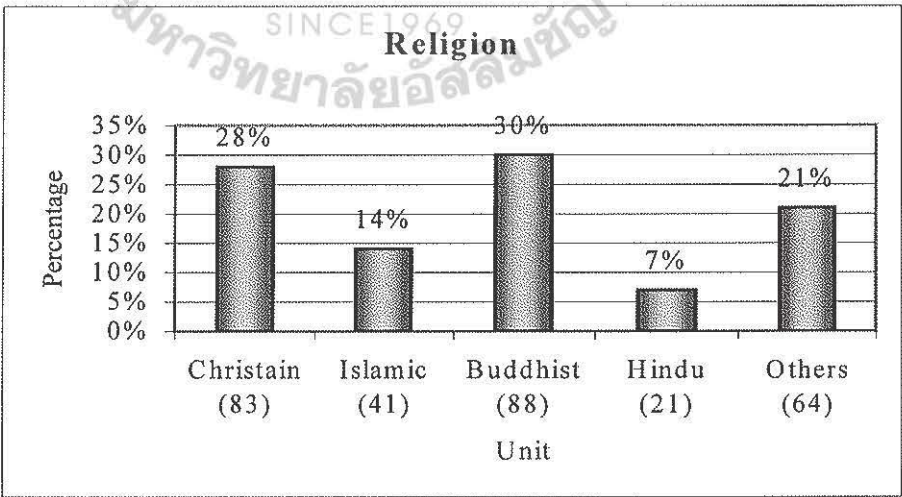
Figure 5.1. (d)



• Religion.

Besides the four major religions for the purpose of this study, other religions chiefly consist Jews, Catholic, Protestants and Sikh. 83 (28%) were Christian, 41(14%) were Islamic, 88 (30%) were Buddhist, 21 (7%) were Hindus, 64 (21%) were from other religions as shown in Figure 5.1 (e).

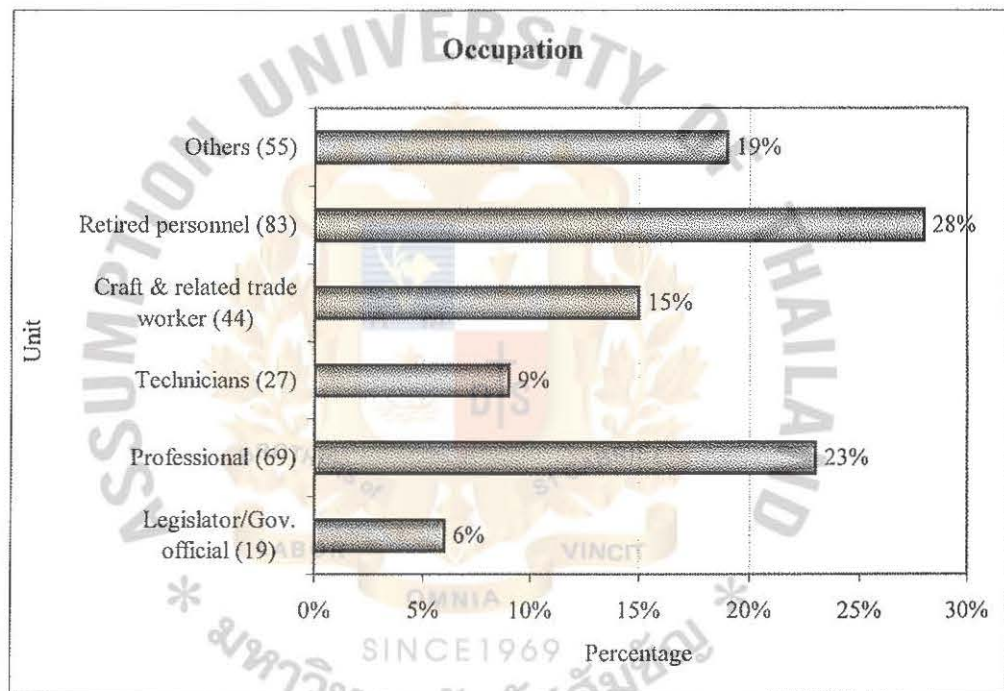
Figure 5.1 (e)



- **Occupation.**

Occupation was categorized into five. 19 (6.40%) were legislators or government officials, 69 (23.23%) were professionals, 27 (9.09%) were technicians, 44 (14.81%) were crafts and related trade workers, 83 (27.95%) were retired personnel, 55 (18.52%) consisted others types of occupations shown in Figure 5.1(f).

Figure 5.1 (f)



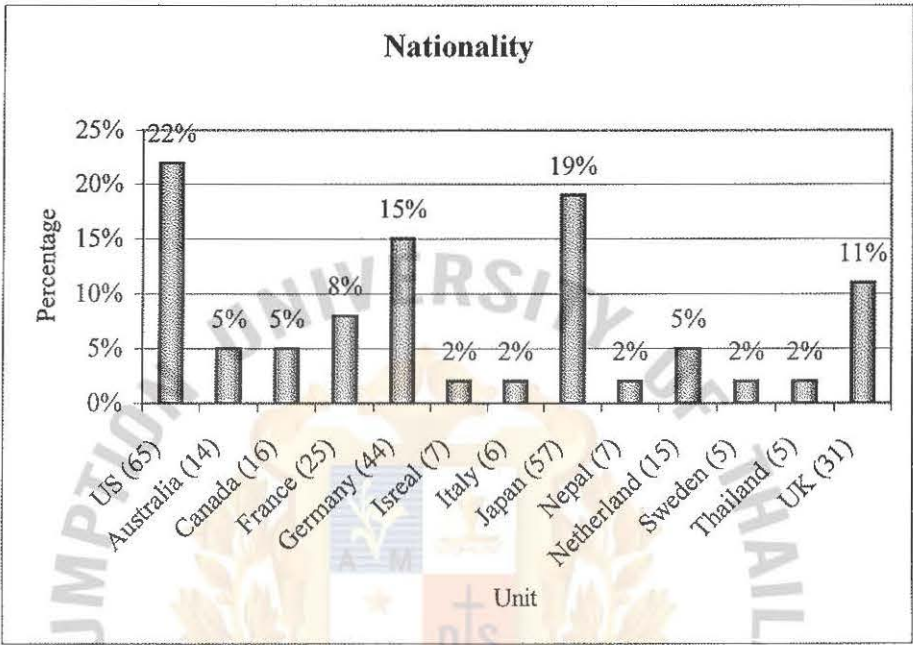
- **Nationality.**

The sample consisted of 13 nationalities. 65 (21.89%) from the US, 57 (19.19%) from Japan, 44 (14.81%) from Germany, 31 (10.44%) from the UK, 25 (8.42%) from France, 15 (5.05%) from the Netherlands, 16 (5.39%) from Canada; 14 (4.71%) from Australia,



6 (2.02%) from Italy, 7 (2.36%) from Israel, 7 (2.36%) from Nepal, 5 (1.68%) from Thailand, and 5 (1.68%) from Sweden as shown in Figure 5.1 (g).

Figure 5.1 (g)



### 5.2 Test of Hypotheses Result

Table 5.2.1 The relationship between depth of experience and participation in the cultural activities.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	245.011 <sup>a</sup>	3	.000
Likelihood Ratio	226.361	3	.000
Linear-by-Linear Association	180.893	1	.000
N of Valid Cases	297		

a 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.82.

H1o: There is no relationship between depth of experience and participation in cultural activities.

H1a: There is relationship between depth of experience and participation in cultural activities.

**Decision Rule**

If p-value > the value of  $\alpha$ ; reject Ha and accept Ho.

If p-value < the value of  $\alpha$ ; reject Ho and accept Ha.

**Significant Level**

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05. Hence, Ha was accepted, indicating a presence of relationship between the depth of experience and the participation in cultural activities.

**Table 5.2.2 The relationship between depth of experience and availability of time.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	194.317 <sup>a</sup>	3	.000
Likelihood Ratio	174.632	3	.000
Linear-by-Linear Association	146.580	1	.000
N of Valid Cases	297		

a 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.09.

H2o: There is no relationship between depth of experience and availability of time.

H2a: There is relationship between depth of experience and availability of time.

**Significant Level**

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05. Hence,  $H_a$  was accepted, indicating a presence of relationship between the depth of experience and the availability of time.

**Table 5.2.3 The relationship between depth of experience and awareness of site prior to visit.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.385 <sup>a</sup>	3	.006
Likelihood Ratio	11.889	3	.008
Linear-by-Linear Association	7.056	1	.008
N of Valid Cases	297		

a 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.37.

- H3o:

There is no relationship between depth of experience and awareness of site prior to visit.
- H3a:

There is relationship between depth of experience and awareness of site prior to visit.

**Significant Level**

Chi Square test output with a significance value of 0.006 was less than the value of  $\alpha$ , 0.05. Hence,  $H_a$  was accepted, indicating a presence of relationship between the depth of experience and the awareness of site prior to visit.



**Table 5.2.4 The relationship between depth of experience and presence or absence of competing engagement during the tour.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	226.834 <sup>a</sup>	3	.000
Likelihood Ratio	202.711	3	.000
Linear-by-Linear Association	161.377	1	.000
N of Valid Cases	297		

a 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.85.

H4o: There is no relationship between depth of experience and presence or absence of competing engagements during the tour.

H4a: There is relationship between depth of experience and presence or absence of competing engagements during the tour.

#### Significant Level

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05.

Hence, Ha was accepted, indicating a presence of relationship between the depth of experience and the presence or absence of competing engagements during the tour.

**Table 5.2.5 The relationship between depth of experience and gender of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.882 <sup>a</sup>	3	.597
Likelihood Ratio	1.882	3	.597
Linear-by-Linear Association	.731	1	.393
N of Valid Cases	297		

a 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.65.

H5o:           There is no relationship between depth of experience and gender of the respondent.

H5a:           There is relationship between depth of experience and gender of the respondent.

**Significant Level**

Chi Square test output with a significance value of 0.597 was more than the value of  $\alpha$ , 0.05. Hence, Ho was accepted, indicating no relationship between the depth of experience and the gender of the respondent.

**Table 5.2.6 The relationship between depth of experience and age of the respondent.**

		Symmetric Measures			
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.007	.059	-.115	.909 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.016	.058	-.271	.787 <sup>c</sup>
N of Valid Cases		297			

a Not assuming the null hypothesis.

b Using the asymptotic standard error assuming the null hypothesis.

c Based on normal approximation.

H6o:           There is no relationship between depth of experience and age of the respondent.

H6a:           There is relationship between depth of experience and age of the respondent.

**Significant Level**

Non parametric correlation test showed that the significance value of 0.787 was more than the value of  $\alpha$ , 0.05. Hence,  $H_0$  was accepted, indicating no relationship between the depth of experience and the age of the respondents.

**Table 5.2.7 There is relationship between depth of experience and level of education of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.454 <sup>a</sup>	6	.000
Likelihood Ratio	98.664	6	.000
Linear-by-Linear Association	77.156	1	.000
N of Valid Cases	297		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.04.

- H7o:

There is no relationship between depth of experience and level of education of the respondent.
- H7a:

There is relationship between depth of experience and level of education of the respondent.

**Significant Level**

Chi Square test using all the cases in both the variables had shown a result of 25 percent cells with expected count less than 5, which was inconsistent with the criteria for Chi square test. Therefore, the first three cases of the depth of experience were recoded into the third case. The test showed a significance value of 0.000, which was less than the value of



$\alpha$ , 0.05. Hence,  $H_a$  was accepted, indicating a presence of relationship between the depth of experience and the level of education of respondents.

**Table 5.2.8    The relationship between depth of experience and approximate monthly income of the respondent.**

Symmetric Measures					
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T	Approx. Sig.
Interval by Interval	Pearson's R	.007	.058	.119	.906 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.010	.059	.169	.866 <sup>c</sup>
N of Valid Cases		297			

- a Not assuming the null hypothesis.
- b Using the asymptotic standard error assuming the null hypothesis.
- c Based on normal approximation.

- H8o:            There is no relationship between depth of experience and approximate monthly income of the respondent.
- H8a:            There is relationship between depth of experience and approximate monthly income of the respondent.

**Significant Level**

Non parametric correlation test showed that the significance value of 0.866 was more than the value of  $\alpha$ , 0.05. Hence,  $H_o$  was accepted, indicating no relationship between the depth of experience and the approximate monthly income of the respondent.

**Table 5.2.9 The relationship between depth of experience and religion of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.539 <sup>a</sup>	8	.383
Likelihood Ratio	8.774	8	.362
Linear-by-Linear Association	.295	1	.587
N of Valid Cases	297		

a 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.31.

- H9o: There is no relationship between depth of experience and religion of the respondent.
- H9a: There is relationship between depth of experience and religion of the respondent.

**Significant Level**

Chi Square test using all the cases in both the variables showed a result of 30 percent cells with expected count less than 5, which was inconsistent with the criteria for Chi square test. Therefore, the first three cases of the depth of experience were recoded into the third case. Hence, the test showed a significance value of 0.383, which was more than the value of  $\alpha$ , 0.05. Consequently, Ho was accepted indicating no relationship between the depth of experience and the religion of respondents.

**Table 5.2.10 The relationship between depth of experience and occupation of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.130 <sup>a</sup>	10	.429
Likelihood Ratio	10.383	10	.408
Linear-by-Linear Association	2.798	1	.094
N of Valid Cases	297		

a 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.90.

- H10o:

There is no relationship between depth of experience and occupation of the respondent.
- H10a:

There is relationship between depth of experience and occupation of the respondent.

**Significant Level**

Chi Square test using all the cases in both the variables showed a result of 33.3 percent cells with expected count less than 5, which is inconsistent with the criteria for Chi square test. Therefore, the first three cases of the depth of experience were recoded into the third case. The significance value of 0.249 was greater than the value of  $\alpha$ , 0.05. Hence, Ho was accepted, indicating no relationship between the depth of experience and the occupation of respondents.



**Table 5.2.11 The relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	195.511 <sup>a</sup>	4	.000
Likelihood Ratio	185.187	4	.000
Linear-by-Linear Association	176.975	1	.000
N of Valid Cases	297		

a 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.73.

- H11o:
There is no relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.
- H11a:
There is relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities.

**Significant Level**

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05. Hence, Ha was accepted, indicating a presence of relationship between the importance of culture in making decision to visit Bhutan and the participation in cultural activities.

**Table 5.2.12 The relationship between importance of culture in making decision to visit Bhutan and availability of time.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.170 <sup>a</sup>	4	.000
Likelihood Ratio	142.887	4	.000
Linear-by-Linear Association	143.807	1	.000
N of Valid Cases	297		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.43.

- H12o: There is no relationship between importance of culture in making decision to visit Bhutan and availability of time.
- H12a: There is relationship between importance of culture in making decision to visit Bhutan and availability of time.

**Significant Level**

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05. Hence, Ha was accepted, indicating a presence of relationship between the importance of culture in making decision to visit Bhutan and the availability of time.

**Table 5.2.13    The relationship between importance of culture in making decision to visit Bhutan and awareness of site prior to visit.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.601 <sup>a</sup>	4	.006
Likelihood Ratio	14.374	4	.006
Linear-by-Linear Association	11.256	1	.001
N of Valid Cases	297		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.75.

- H13o: There is no relationship between importance of culture in making decision to visit Bhutan and awareness of site prior to visit.
- H13a: There is relationship between importance of culture in making decision to visit Bhutan and awareness of site prior to visit.

**Significant Level**

Chi Square test output with a significance value of 0.006 was less than the value of  $\alpha$ , 0.05. Hence,  $H_a$  was accepted, indicating a presence of relationship between the importance of culture in making decision to visit Bhutan and the awareness of site prior to visit.

**Table 5.2.14 The relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	168.002 <sup>a</sup>	4	.000
Likelihood Ratio	154.003	4	.000
Linear-by-Linear Association	152.448	1	.000
N of Valid Cases	297		

a 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.81.

- H14o:

There is no relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.
- H14a:

There is relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.

**Significant Level**

Chi Square test output with a significance value of 0.000 was less than the value of  $\alpha$ , 0.05. Hence,  $H_a$  was accepted, indicating a presence of relationship between the importance of culture in making decision to visit Bhutan and the presence or absence of competing engagements during the tour.



**Table 5.2.15 The relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.558 <sup>a</sup>	4	.109
Likelihood Ratio	7.611	4	.107
Linear-by-Linear Association	.731	1	.393
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.08.

H15o: There is no relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.

H15a: There is relationship between importance of culture in making decision to visit Bhutan and gender of the respondent.

#### Significant Level

Chi-Square test output with a significance value of 0.109 was more than the value of  $\alpha$ , 0.05. Hence,  $H_0$  was accepted, indicating no relationship between the importance of culture in making decision to visit Bhutan and the gender of the respondents.

**Table 5.2.16 The relationship between importance of culture in making decision to visit Bhutan and age of the respondent.**

Symmetric Measures					
		Value	Asymp. Std. Error	Approx. T	Approx. Sig.
Interval by Interval	Pearson's R	-.021	.058	-.369	.713 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.028	.058	-.479	.632 <sup>c</sup>
N of Valid Cases		297			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H16o: There is no relationship between importance of culture in making decision to visit Bhutan and age of the respondent.

H16a: There is relationship between importance of culture in making decision to visit Bhutan and age of the respondent.

### Significant Level

Non-parametric correlation test shows that the significance value of 0.208 is more than the value of  $\alpha$ , 0.05. Hence,  $H_0$  is accepted. This shows that there is no relationship between the importance of culture in making decision to visit Bhutan and the age of the respondents.

**Table 5.2.17 The relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.**

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	<b>122.728<sup>a</sup></b>	<b>12</b>	<b>.000</b>
<b>Likelihood Ratio</b>	<b>111.169</b>	<b>12</b>	<b>.000</b>
<b>Linear-by-Linear Association</b>	<b>86.527</b>	<b>1</b>	<b>.000</b>
<b>N of Valid Cases</b>	<b>297</b>		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.85.

H17o: There is no relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.

H17a: There is relationship between importance of culture in making decision to visit Bhutan and level of education of the respondent.

**Significant Level**

Chi square test shows that the significance value of 0.000 is less than the value of  $\alpha$ , 0.05. Hence,  $H_a$  is accepted. This shows that there is relationship between the importance of culture in making decision to visit Bhutan and the level of education of the respondents.

**Table 5.2.18 The relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.**

Symmetric Measures					
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.033	.056	.573	.567 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.039	.058	.667	.506 <sup>c</sup>
N of Valid Cases		297			

- a Not assuming the null hypothesis.
- b Using the asymptotic standard error assuming the null hypothesis.
- c Based on normal approximation.

- H18o: There is no relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.
- H18a: There is relationship between importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.

**Significant Level**

Non-parametric correlation test shows that the significance value of 0.506 is more than the value of  $\alpha$ , 0.05. Hence,  $H_o$  is accepted. This shows that there is no relationship between the importance of culture in making decision to visit Bhutan and the approximate monthly income of respondents.



**Table 5.2.19 The relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.644	8	.888
Likelihood Ratio	3.472	8	.901
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	297		

a 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.47.

- H19o:

There is no relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.
- H19a:

There is relationship between importance of culture in making decision to visit Bhutan and religion of the respondent.

**Significant Level**

Chi Square test using all the cases in both the variables shows a result of 32 percent cells with expected count less than 5, which is inconsistent with the criteria for Chi square test. Therefore, the first three cases of the importance of culture in making decision to visit Bhutan were recoded into the third case. The test showed a significance value of 0.888, which was more than the value of  $\alpha$ , 0.05. Hence,  $H_0$  was accepted, indicating no relationship between the importance of culture in making decision to visit Bhutan and the religion of respondents.

**Table 5.2.20 The relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	<b>10.404</b>	<b>10</b>	<b>.406</b>
<b>Likelihood Ratio</b>	<b>10.933</b>	<b>10</b>	<b>.363</b>
<b>Linear-by-Linear Association</b>	<b>4.167</b>	<b>1</b>	<b>.041</b>
<b>N of Valid Cases</b>	<b>297</b>		

a 2 cells (11.1%) have expected count less than 5. The minimum expected count is 2.24.

H20o: There is no relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.

H20a: There is relationship between importance of culture in making decision to visit Bhutan and occupation of the respondent.

**Significant Level**

Chi Square test using all the cases in both the variables shows a result of 36.7 percent cells with expected count less than 5, which is inconsistent with the criteria for Chi square test. Therefore, the first three cases of the importance of culture in making decision to visit Bhutan were recoded into the third case. Hence, the test showed a significance value of 0.406, was more than the value of  $\alpha$ , 0.05. Consequently, Ho was accepted, which indicated no relationship between the importance of culture in making decision to visit Bhutan and the occupation of respondents.

### 5.3. Summary of the hypotheses results.

**Table 5.3.1**

Hypothesis	Statistics Test	Level of Significance	Result
H1o: There is no relationship between the depth of experience and the participation in the cultural activities.	Chi-square	.000	Reject Ho
H2o: There is no relationship between the depth of experience and the availability of time.	Chi-square	.000	Reject Ho
H3o: There is no relationship between the depth of experience and the awareness of site prior to visit.	Chi-square	.006	Reject Ho
H4o: There is no relationship between the depth of experience and the presence or absence of competing engagements during the tour.	Chi-square	.000	Reject Ho
H5o: There is no relationship between the depth of experience and the gender of the respondents.	Chi-square	.597	Accept Ho



H6o: There is no relationship between the depth of experience and the age of the respondents.	Spearman rho	.787	Accept Ho
H7o: There is no relationship between the depth of experience and the level of education of the respondents.	Chi-square	.000	Reject Ho
H8o: There is no relationship between the depth of experience and the approximate monthly income of the respondents.	Spearman rho	.819	Accept Ho
H9o: There is no relationship between the depth of experience and the religion of the respondents.	Chi-square	.383	Accept Ho
H10o: There is no relationship between the depth of experience and the occupation of the respondents.	Chi-square	.429	Accept Ho
H11o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the participation in cultural activities.	Chi-square	.000	Reject Ho

H12o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the availability of time.	Chi-square	.000	Reject Ho
H13o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the awareness of site prior to visit.	Chi-square	.006	Reject Ho
H14o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the presence or absence of competing engagements during the tour.	Chi-square	.000	Reject Ho
H15o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the gender of the respondents.	Chi-square	.109	Accept Ho
H16o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the age of the respondents.	Spearman rho	.632	Accept Ho

H17o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the level of education of the respondent.	Chi-square	.000	Reject Ho
H18o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the approximate monthly income of the respondent.	Spearman rho	.506	Accept Ho
H19o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the religion of the respondents.	Chi-square	.888	Accept Ho
H20o: There is no relationship between the perceived importance of culture in making decision to visit Bhutan and the occupation of the respondents.	Chi-square	.406	Accept Ho



## **5.4 Explanation of the Results**

### **5.4.1 Depth of experience and participation in the cultural activities.**

Chi square test with a significance value of .000 indicated an existence of relationship between depth of experience and participation in cultural activities. This had shown that cultural tourists who experienced a high level of satisfaction and understanding of Bhutanese culture participated in one or more of the cultural activities.

### **5.4.2 Depth of experience and availability of time.**

Chi square test with a significance value of .000 indicated an existence of relationship between depth of experience and availability of time. This had shown that cultural tourists who experienced a high level of satisfaction and understanding of Bhutanese culture had sufficient time for the tour.

### **5.4.3 Depth of experience and awareness of site prior to visit.**

Chi square test with a significance value of .006 indicated an existence of relationship between depth of experience and awareness of site prior to visit. This had shown that cultural tourists who experienced a high level of satisfaction and understanding of Bhutanese culture were aware about the sites prior to visit.

### **5.4.4 Depth of experience and presence or absence of competing engagement during the tour.**

Chi square test with a significance value of .000 indicated an existence of relationship between depth of experience and presence or absence of competing

engagement during the tour. This had shown that cultural tourists who experienced a high level of satisfaction and understanding of Bhutanese culture did not have competing engagement during the tour. It also implies that the presence of competing engagements would distract the attention from a leisurely tour.

#### **5.4.5 Depth of experience and gender of the respondent.**

Chi square test with a significance value of .597 indicated that there exist no relationship between depth of experience and gender. This had shown that there wasn't difference between male and female cultural tourists in terms of tour experience.

#### **5.4.6 Depth of experience and age of the respondent.**

Non-parametric correlation test with a significance value of .787 indicates that there exist no relationship between depth of experience and age of the respondents. This had shown that cultural tourists who were above 50 years of age derive a deeper tour experience as much as the cultural tourists of age range between 18 to 50 years and vice versa.

#### **5.4.7 Depth of experience and level of education of the respondent.**

Chi square test with a significance value of .000 indicated an existence of relationship between depth of experience and level of education of the respondent. This had shown that cultural tourists who experienced a high level of satisfaction and understanding of Bhutanese culture had higher qualification of master degree and Ph.D.

#### **5.4.8 Depth of experience and approximate monthly income of the respondent.**

Non-parametric correlation test with a significance value of .866 indicated that there exist no relationship between depth of experience and approximate monthly income of the respondents. This had shown that lower income cultural tourists derived same level of tour experience as the higher income level.

#### **5.4.9 Depth of experience and religion of the respondent.**

Chi square test with a significance value of .618 indicated that there exist no relationship between depth of experience and religion of the respondent. This had shown that there was no difference amongst cultural tourists with different religions with regard to tour experience.

#### **5.4.10 Depth of experience and occupation of the respondent.**

Chi square test with a significance value of .311 indicated that there exist no relationship between depth of experience and occupations of the respondents. This had shown that cultural tourists with different occupations enjoyed equal tour experience.

#### **5.4.11 Importance of culture in making decision to visit Bhutan and participation in cultural activities.**

Chi square test with a significance value of .000 indicated an existence of relationship between importance of culture in making decision to visit Bhutan and participation in cultural activities. This had shown that cultural tourists who placed a



higher level of importance in Bhutanese culture did participate in the cultural events at the destinations.

#### **5.4.12 Importance of culture in making decision to visit Bhutan and availability of time.**

Chi square test with a significance value of .000 indicated an existence of relationship between importance of culture in making decision to visit Bhutan and availability of time. This had shown that cultural tourists who placed a higher level of importance in Bhutanese culture have leisure time.

#### **5.4.13 Importance of culture in making decision to visit Bhutan and awareness of site prior to visit.**

Chi square test with a significance value of .044 indicated an existence of relationship between importance of culture in making decision to visit Bhutan and awareness about sites prior to visit. This shows that cultural tourists who place a higher level of importance in Bhutanese culture have some knowledge about the sites prior to their visit from various sources of information.

#### **5.4.14 Importance of culture in making decision to visit Bhutan and presence or absence of competing engagements during the tour.**

Chi square test with a significance value of .000 indicated an existence of relationship between importance of culture in making decision to visit Bhutan and presence or absence of competing engagement during the tour. This shows that cultural

tourists who place a higher level of importance in Bhutanese culture did not have any competing engagement during the tour.

#### **5.4.15 Importance of culture in making decision to visit Bhutan and gender of the respondent.**

Chi square test with a significance value of .109 indicates that there exists no relationship between importance of culture in making decision to visit Bhutan and gender of the respondents. This shows that both males and females place a same level of importance in the culture.

#### **5.4.16 Importance of culture in making decision to visit Bhutan and age of the respondent.**

Non-parametric correlation test of Spearman rho with a significance value of .632 indicates that there exist no relationship between importance of culture in making decision to visit Bhutan and age of the respondents. This shows that irrespective of ages, cultural tourists place a same level of importance in the culture.

#### **5.4.17 Importance of culture in making decision to visit Bhutan and level of education of the respondent.**

Chi square test with a significance value of .000 indicates that there exists relationship between importance of culture in making decision to visit Bhutan and level of education of the respondents. This shows that cultural tourists with higher level of

education i.e., master's degree and Ph.D place a higher level of importance in culture to learn and understand more.

#### **5.4.18 Importance of culture in making decision to visit Bhutan and approximate monthly income of the respondent.**

Non-parametric correlation test of Spearman rho with a significance value of .506 indicates that there exists no relationship between importance of culture in making decision to visit Bhutan and amount of monthly income of the respondents. This shows that irrespective of the level of income, cultural tourists place a same level of importance in the culture.

#### **5.4.19 Importance of culture in making decision to visit Bhutan and religion of the respondent.**

Chi square test with a significance value of .888 indicates that there exists no relationship between importance of culture in making decision to visit Bhutan and religion of the respondents. This shows that irrespective of different religions, cultural tourists place same level of importance in the culture.

#### **5.4.20 Importance of culture in making decision to visit Bhutan and occupation of the respondent.**

Chi square test with a significance value of .406 indicates that there exists no relationship between importance of culture in making decision to visit Bhutan and



occupations of the respondents. This shows that irrespective of different occupations, cultural tourists place same level of importance in the culture.

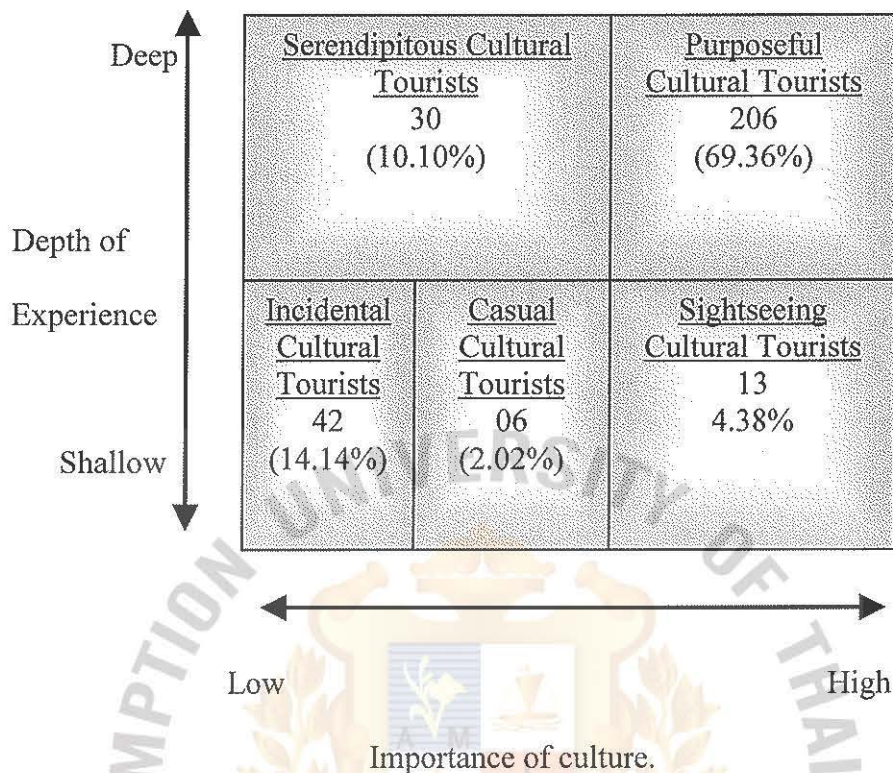
### 5.4 Cultural Tourism Market Segments and Analysis of the Results.

A total of 297 respondents were classified into five segments based on the two-dimensional model of perceived importance of culture and depth of experience as illustrated in Figure 5.5.1 (a). The composition of each segment is also shown regionally in Table 5.5.1(a). The cultural tourists coming from the countries within the geographical proximity of Bhutan were not highly motivated by culture. The major proportion of the cultural tourists coming from South Asian countries belonged to casual and incidental cultural tourists.

Table 5.54.1 (a)

	Purposeful Cultural Tourists	Sightseeing Cultural Tourists	Casual Cultural Tourists	Incidental Cultural Tourists	Serendipitous Cultural Tourists	Total
America	21.89%	1.01%	0.34%	2.36%	1.68%	27.28%
Europe	26.26%	2.36%	1.01%	7.74%	5.05%	42.42%
South Asia	0.34%		0.67%	1.35%		2.36%
East Asia & the Pacific	15.83%	1.01%		1.35%	2.69%	20.88%
Middle East	1.68%			0.67%		2.35%
Australia	3.37%			0.67%	0.67%	4.71%
Total	69.36%	4.38%	2.02%	14.14%	10.10%	100.00%

Figure 5.5.1 (a)



(1) **Purposeful Cultural Tourists:**

This segment belongs to a rating of 4 and 5 on both the ‘Importance of Culture’ and ‘Depth of Experience’ axes. The maximum number of respondents came under purposeful cultural tourists consisting 69.36 percent. This segment of the sample was driven by a high level of cultural motive and also had a deep tour experience.

(2) **Sightseeing Cultural Tourists:**

This segment belongs to a rating of 4 and 5 on the ‘Importance of Culture’ axis; and 1, 2 and 3 on the ‘Depth of Experience’ axis. The sample had a low proportion of sightseeing cultural tourists consisting of only 4.38 percent. It can be inferred that cultural

tourists who visit Bhutan with culture as the main motive were taken to places of religious and cultural importance and hence they are left with little or no time for sightseeing.

**(3) Casual Cultural Tourists:**

This segment belongs to a rating of 3 on the 'Importance of Culture' axis; and 1,2 and 3 on the 'Depth of Experience' axis. The least number of respondents belong to casual cultural tourists segment consisting only 2.02 percent. It shows that casual cultural tourists who were not solely driven by cultural motives to visit Bhutan had shallow tour experience.

**(4) Incidental Cultural Tourists:**

This segment belongs to a rating of 1 and 2 on the 'Importance of Culture' axis and 1,2 and 3 on the 'Depth of Experience' axis. Incidental cultural tourists consist 14.14 percent. It indicates that cultural tourists with low level of importance in culture also had low level of tour experience. Peculiarity of the cultural tourists in this segment is that they neither regard culture as very important motive nor they participate in cultural activities at the sites. They are dormant cultural tourists strolling in groups with purposeful cultural tourists.

**(5) Serendipitous Cultural Tourists:**

This segment belongs to a rating of 1,2 and 3 on the 'Importance of Culture' axis; and 4 and 5 on the 'Depth of Experience' axis. Serendipitous cultural tourists consist 10.10



percent. The cultural tourists in this segment had a low level of importance of culture at the time of visit but had a deep tour experience after the visit.

### **Critical Analysis**

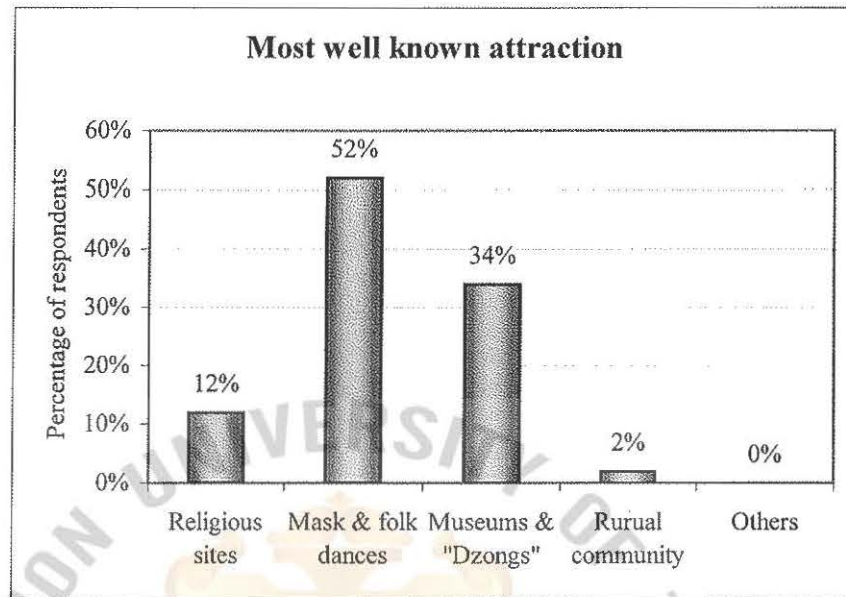
Though the highest percentage of 69.36 percent was in the segment of purposeful cultural tourists, it does not necessary reflect a success in destination marketing. As much as 20.44 percent of the cultural tourists remain in the category of shallow tour experience irrespective of their level of importance they attach to culture.

Chi square test with  $p < 0.000$  confirmed that there exists a relationship between tour experience and participation in cultural activities. This in turn explains that tour experience depends on participation in cultural activities at the sites. Hence in conjunction with these statistical results, an inference can be drawn to establish an industrial application. Creation of cultural phenomenon and broadening the areas of participation in cultural activities would enhance tour experience. Consequently, the 20.44 percent of the cultural tourists in the category of shallow tour experience will shift to the higher category of deep tour experience. As long as there is prevalence of a sizeable percentage of more than 10 percent of cultural tourists falling into the category of shallow tour experience, it can be claimed that there is deviance from the Bhutan tourism vision of 'High Value, Low Volume'.

### **Most well known Attraction**

The most well known attraction is mask and folk dance with 52 percent, followed by museums and 'Dzongs' with 34 percent as shown in the Figure 5.5.1 (b).

Figure 5.5.1 (b)

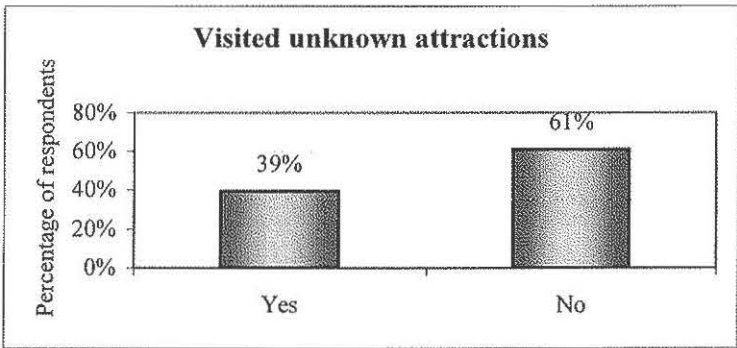


It indicates that the present scenario of cultural tourism in Bhutan is focused on very few selected areas of attending mask and folk dances, and visiting museums and 'dzongs'. Geographically, tourism is concentrated in the western part of the country and it is further aggravated with the problem of seasonality. From the Figure 5.5.1 (b), rural community and visiting religious sites were not popular amongst cultural tourists.

#### Visit to unknown places

61 percent of the cultural tourists visited places unknown to them and 39 percent visited places known to them as shown in Figure 5.5.1 (c). It indicates a low level of promotion and initiatives in imparting sufficient information by the tourism agencies.

Figure 5.5.1 (c)

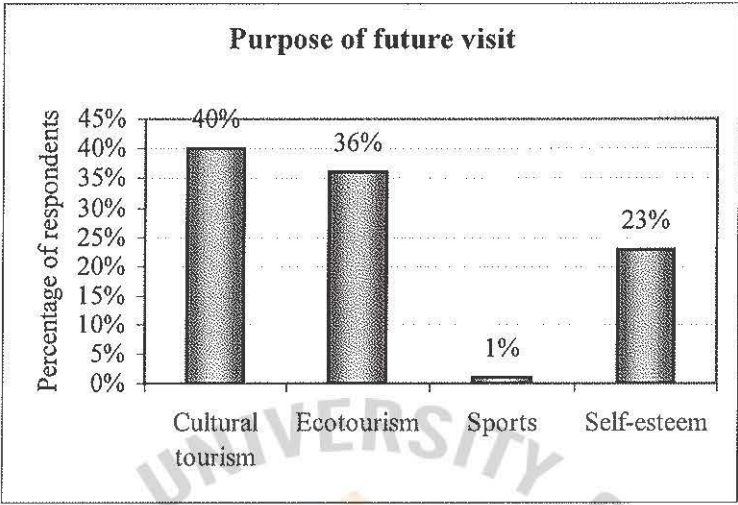


**Purpose of future visit**

Information on the purpose of future visit is intended to establish sound decision making guidance for different sectors of the tourism industry at large and cultural tourism in particular. Forty percent of the respondents stated that the purpose of their future visit to Bhutan will be cultural tourism, 36 percent in eco-tourism, 23 percent in self-esteem and only 1 percent in sports as shown in Figure 5.5.1 (d). An inferential conclusion that can be drawn from the result is that Bhutan still remains an important cultural tourism destination. However, there is also an indication of growing importance in Eco-tourism and self-esteem such as mountaineering. At present, the tourists do not see Bhutan as a sporting destination.



Figure 5.5.1 (d).



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## CHAPTER 6

### SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

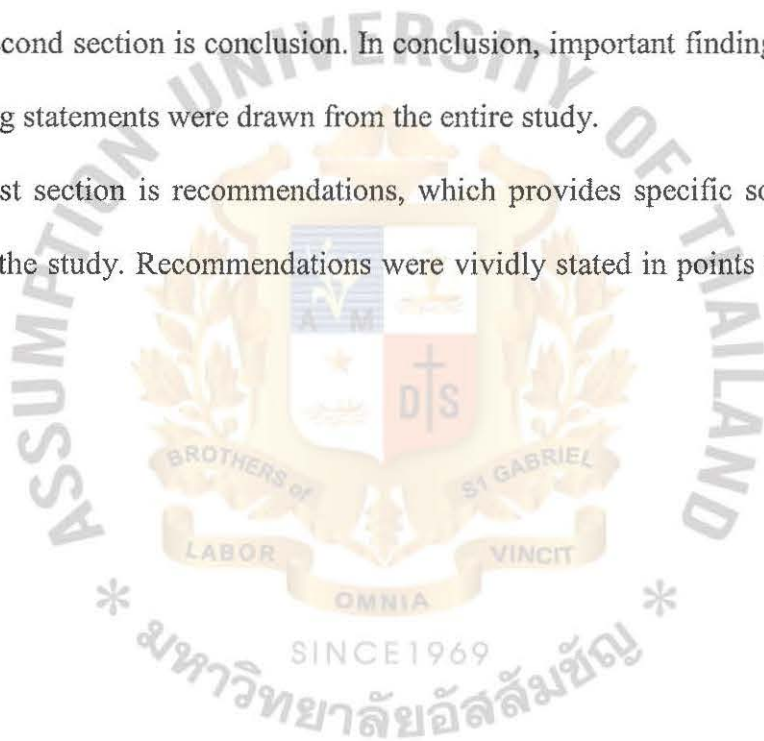
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The current chapter contains three sections. The first section presents summary findings of the research. It was geared towards providing answers in brief statements to the questions, objectives and hypotheses.

The second section is conclusion. In conclusion, important findings were discussed and concluding statements were drawn from the entire study.

The last section is recommendations, which provides specific solutions based on the results of the study. Recommendations were vividly stated in points followed by brief explanation.



## 6.1 Summary of Findings

This research was conducted to study the travel characteristics of international cultural tourists in relation to tour experience and perceived importance of cultural motive; and to classify international cultural tourists into five segments based on two dimensions of depth of experience and importance of culture.

The main research questions of the study are:

- Does tour experience depend on travel characteristics of participation in cultural activities, awareness about sites, availability of time and presence of competing engagements during the tour?
- Is the perceived importance of culture to visit Bhutan induced by travel characteristics?
- Do cultural tourists participate in any of the cultural activities for the enrichment of their tour experience? If they do, does tourism industry offer sufficiently a wide range of opportunities for them?
- What proportion of the cultural tourists belongs to each of the segments so as to infer for industrial applications?



The main objectives of this study are as follows:

1. To find out the existence of relationship of the depth of experience with the travel characteristics and demographic profile of cultural tourists.
2. To find out the existence of relationship of the perceived importance of culture with the travel characteristics and demographic profile of cultural tourists.
3. To identify the cultural activities that the cultural tourists most participate in Bhutan.
4. To segment the cultural tourism market based on two dimensions:
  1. Importance of cultural motives in deciding to visit Bhutan and
  2. Depth of experience
5. To provide guidelines for the destination marketers and the Cultural Heritage managers regarding cultural tourists' motives, their desire for cultural experience and eventually developing facilities and maintaining cultural products.

The following summary findings provide answers to research objectives and hypotheses.

- Depth of experience and participation in the cultural activities.

There was relationship between tour experience and participation in cultural activities. As per the finding, 82.82 percent of the international cultural tourists participated in some cultural activities at the sites.

- Depth of experience and availability of time.

There was relationship between tour experience and availability of time. As per the findings, 79.12 percent of the international cultural tourists stated that they had enough time. This relationship confirms that time is also a major determinant of tour experience.

- Depth of experience and awareness of site prior to visit.

There did exist relationship between tour experience and the awareness of sites prior to visit. As per the findings, 66.33 percent of cultural tourists were aware about sites prior to their visit. It was concluded that some knowledge prior to visit enhanced tour experience because their knowledge about the attractions from various sources of information were proven with authenticity.

- Depth of experience and presence or absence of competing engagements during the tour.

There was a relationship between tour experience and presence or absence of competing engagements during the tour. As per the findings, 81.48 percent stated that they did not have any competing engagements during the tour. Hence, it was concluded that a tourist who was not distracted by any competing engagement during the tour had a deeper tour experience and vice versa.

- Depth of experience and gender of the respondents.

There was no relationship between tour experience and gender of the respondents. As per the findings, 53.54 percent were males and 46.46 percent were females. It was concluded that there was no difference between male and female cultural tourists in terms of tour experience.

- Depth of experience and age of the respondents.

Relationship between tour experience and age of respondents did not exist. As per the findings, the cultural tourists of age range between 18 to 50 years and above 50 years were of no difference in terms of tour experience.

- Depth of experience and level of education of the respondents.

There did exist relationship between tour experience and the level of education of the respondents. The conclusion was that cultural tourists with higher level of education had



historical and cultural knowledge, which helped them to appreciate and understand different unique culture and heritage.

- Depth of experience and approximate monthly income of the respondents.

There was no relationship between tour experience and the amount of monthly income of the respondents. It confirmed that income was not necessarily an important determinant of tour experience.

- Depth of experience and religion of the respondents.

There was no relationship between tour experience and religions of the respondents. It was concluded that religious backgrounds of the cultural tourists did not determine tour experience.

- Depth of experience and occupation of the respondents.

There was no relationship between tour experience and occupations of the respondents. It was concluded that occupations of the cultural tourists did not determine tour experience.

- Importance of culture and participation in cultural activities.

There was relationship between cultural motive and participation in the cultural activities at the sites. The cultural tourists who were driven by cultural motive to visit a place participated in cultural activities.

- Importance of culture and availability of time.

Relationship did exist between importance of culture and availability of time. It was concluded that availability of time determined the cultural motive of tourists.

- Importance of culture and awareness of site prior to visit.

There was relationship between importance of culture and awareness of site prior to visit. Awareness about cultural sites induced tourist towards cultural motives.

- Importance of culture and presence or absence of competing engagements during the tour.

There was relationship between importance of culture and presence or absence of competing engagements during the tour. It was concluded that cultural tourists regard culture as the main motive of tour if there were no distraction by competing engagements during the tour.

- Importance of culture and gender of the respondent.

There was no relationship between importance of culture and gender of the respondents. Consequently, it was concluded that males and females equally regard or disregard the culture as the main motive for tour.

- Importance of culture and age of the respondents.

There was no relationship between importance of culture and age groups of the respondents. Age groups of 18 to 50 years and above 50 years did not show any difference in terms of importance of culture.

- Importance of culture and level of education of the respondent.

No significant relationship was found between importance of culture and educational backgrounds of the respondents. The higher the level of education in master's degree and Ph.D., the higher the level of importance they attach to culture.

- Importance of culture and approximate monthly income of the respondent.

There was no relationship between importance of culture and amount of monthly income of the respondents. Cultural tourists were equally driven by cultural motives for tour irrespective of the amount of their monthly income.

- Importance of culture and religion of the respondent.

There was no relationship between importance of culture and religions of the respondents. It was concluded that cultural tourists from different religious backgrounds equally regard the importance of culture for tour.



- Importance of culture and occupations of the respondents.

No relationship was found between importance of culture and occupations of the respondents. Hence, it was concluded that cultural motive of the tourists did not depend on the occupational backgrounds.

- Five market segments.

(1) Purposeful Cultural Tourists:

As per the findings, 69.36 percent of the respondents were purposeful cultural tourists. A high level of cultural motive and a deep tour experience characterizes this segment of the sample.

(2) Sightseeing Cultural Tourists:

Findings had shown that 4.38 percent of the respondents were sightseeing cultural tourists. A high level of cultural motive but a shallow tour experience characterizes such a segment.

(3) Casual Cultural Tourists:

The smallest segment of 2.02 percent of the respondents was casual cultural tourists. Such segment of cultural tourists was not solely driven by cultural motive and eventually ends up with shallow tour experience.

(4) Incidental Cultural Tourists:

As per the findings, 14.14 percent of the total respondents were incidental cultural tourists. A low level of cultural motive and shallow tour experience characterizes incidental cultural tourists.

(5) Serendipitous Cultural Tourists:

Findings stated that 10.10 percent of the respondents were serendipitous cultural tourists. A low level of cultural motive and deep tour experience characterizes the segment.

- Most well known attraction.

As per the findings, 52 percent of the respondents stated that mask and folk dances were most well known attraction to them during the tour, followed by museums and fortresses with 34 percent. Rural community as a tourist's attraction is perceived by only 2 percent of the respondents. It indicates a scope for innovative tour in rural communities and community involvement in cultural tourism.

- Visit to unknown sites.

As much as 61 percent of the cultural tourists visited sites unknown to them and 39 percent visited sites known to them. Major initiatives in disseminating information to attract cultural tourists still remains a major task for tourism industry.

- Purpose of future visit:

Cultural tourism accounts for 40 percent of the future visit followed by eco-tourism with 36 percent, self-esteem with 23 percent and sports with only 1 percent. Besides cultural tourism, ecotourism is gaining importance in Bhutan and needs to develop with proper destination management to ensure that the natural environment is preserved. Self-esteem such as mountaineering is also growing which deserves initiatives and investment on the part of tour operators.

## 6.2 Conclusion

Bhutan, predominantly a cultural tourism destination since its inception in 1974 is seen dwindling in the recent years. Decrease in international tourists arrival is as much as 26 percent in the year 2002 from the highest record arrival in the year 2000. The problem of limited carrying capacity is further aggravated by natural epidemic of SARS (Severe Acute Respiratory Syndrome) outbreak in China, war in Iraq and terrorists threat. Though in a small way, Bhutan felt the repercussion of disturbances in the global tourism market.

Travel characteristics were found to have significant relationship with tour experience and cultural motive in making decision to visit Bhutan. Participation rate in cultural activities was 81.82 percent. A high proportion of 79.12 percent of the respondents enjoyed a deep tour experience. Significance of such relationship is to gear towards creating avenues for participation. From the findings, the most common avenues for participation are religious ceremonies and local festivals.

It was found that 69.36 percent of the respondents regarded Bhutanese culture as the main motive behind visiting Bhutan. Nevertheless, other alternative tourism such as



eco-tourism and mountaineering are also gaining importance. Sporting such as white water rafting and skiing have failed allure the tourists, possibly due to limited facilities offered by the tour operators at present.

Demographic profile of the cultural tourists, except the level of education, did not show significant relationship with tour experience and cultural motive.

- Consumption Behavior.

The Purposeful cultural tourists were the consumers of intellectually challenging tour experience. This segment was the biggest consumers of authentic cultural phenomenon such as religious mask dances and folk dances; fine arts museum, cultural and heritage museums, architectural structures and religious sites. They were driven by genuine inner drive towards learning and understanding others culture.

Sightseeing cultural tourists' consumption behavior is different in the sense that they were consumers of a wide range of cultural products. They were found of sightseeing and taking photographs and momentarily attending cultural performances but did not intend to have in-depth understanding.

Casual cultural tourists were consumers of convenience-based cultural products yet did not intend to seek in-depth tour experience. They visit religious sites and heritage sites.

Incidental cultural tourists were also found as the consumers of convenience-based cultural products without much of intellectual attitude.

Serendipitous cultural tourists were initially less motivated by culture to visit Bhutan. However, attractions at the sites were seen unique and found intellectually challenging. They did participate in cultural activities and enjoyed a deep tour experience.

### 6.3 Recommendations

- Create an array of avenues for participation in cultural activities.

Participation in cultural activities is found indispensable for better tour experience. It is recommended that cultural tour operators should open more avenues for participation; to name a few, folk dances, community festivals, local sporting events, wearing of Bhutanese costumes and in various cultural manifestations such as wedding ceremony. However, tourists should be guided to respect the reverence and sanctity of any authentic religious and cultural performances as their ignorance would lead to desecration and annoyance of the natives.

- To broaden the base of tourism activities, tour in rural community should be popularized.

Cultural tourism in rural community is recommended. The purposeful cultural tourists seeking authentic tour experience in rural community ways of life will have better opportunities. The communities will be benefited from the sale of services such as lodging, sale of handicraft products, presentation of folk dances, narration of oral tradition etc. However, communities should withhold their own identity and integrity. Monetary gain should not pave way for unethical practices of prostitution.

- Cultural phenomenon and artifacts.

The authenticity of cultural products sought by the tourists is associated with an element of subjectivity, creation of cultural phenomenon and artifacts are

recommended. Such initiation will overcome the problem of seasonality in tourism business and mitigate the excessive pressure during the peak season of religious and cultural festivals.

- Dissemination of information.

As much as sixty-one percent of the respondents stated that they visited attractions unknown to them. It indicates that dissemination of information has been inadequate. Pre-trip information about schedule and attractions should be made available through brochures, booklets, leaflets etc. besides the online information. The information provided should cover all the attractions to ensure that cultural tourists are availed with wider opportunities and also to attract repetitive visits.

- Extend the geographical coverage of tourism.

Geographically, the touristic places are concentrated in the western part of the country. To avert the impairment of tourism business from market saturation with minimum repeated visitors, the tour operators should shift their investment areas to other parts of the country. The far-flung people in rural areas will perceive the trickle down effect of income from tourism. Tourists too will harvest the benefit of sightseeing and learn the natural habitat of communities.



- Diversify alternative tourism.

Cultural tourism, ecotourism and mountaineering are the main types of alternative tourism in Bhutan with few operators trying to promote white water rafting. Educational tour and agri-tourism are other potential types of alternative tourism. Winter sporting events such as skiing will help in overcoming the limitation of seasonality partly. However, choosing appropriate sites and a thorough study before the development of such alternative tourism in consultation with both the expertise and the local people would prove a wise investment.



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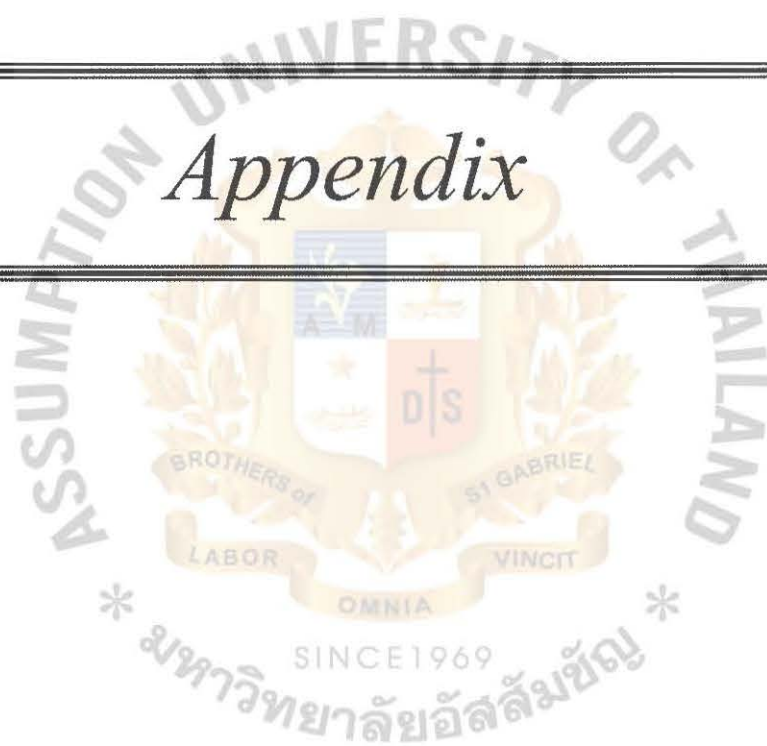
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# *Appendix*

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### For Cultural Tourist

Dear Tourist,

This questionnaire pertains to a research conducted by a MBA student, Assumption University, Thailand. Your frank response is imperative for understating the needs and expectations of tourists with regard to Bhutan as a cultural destination. The questionnaire will take 5-8 minutes, please respond by choosing only one alternative in every question with a tick mark (✓) in the appropriate box, and spaces provided.

Thank you.

1. Please indicate your level of satisfaction ranging from 1 to 5, which represents from "Very dissatisfied" to "Very satisfied". Satisfaction level reflects your tour experience of understanding and appreciation of cultural attractions.

1. ☐ Very dissatisfied.
2. ☐ Dissatisfied.
3. ☐ Neither Satisfied nor dissatisfied.
4. ☐ Satisfied.
5. ☐ Very satisfied.

2. How important is Bhutan to you as a cultural tourist destination?

1. ☐ Least important. (Culture did not influence me to visit Bhutan)
2. ☐ Less important.
3. ☐ Neither important nor less important.
4. ☐ Important.
5. ☐ Most important. (Culture is the main reason to visit Bhutan).

3. Have you participated in any of the following?

- |   | 1. No                    | 2. Yes                   |
|---|--------------------------|--------------------------|
| 1. Folk dances.                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Religious ceremonies.                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Local festivals.                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Wearing Bhutanese costumes.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Others. (Please specify if any)..... |                          |                          |

4. Did you have enough time to learn and better understand the culture during this visit?

1. ☐ No.                      2. ☐ Yes.

5. Were you aware of Bhutanese culture prior to your visit?

1. ☐ No. (I did not have any knowledge about Bhutanese culture).  
2. ☐ Yes. (I already have some knowledge about Bhutanese culture).

6. Which is the most well known cultural attraction to you in Bhutan?

1. ☐ Religious sites.  
2. ☐ Mask & folk dances.  
3. ☐ Museums & 'Dzongs'.  
4. ☐ Rural community.  
5. ☐ Others. Please specify if any. \_\_\_\_\_

7. Have you visited any cultural attraction this time, which you have not heard before?

1. ☐ No.  
2. ☐ Yes. Please specify if any. \_\_\_\_\_

8. During your tour, are you distracted by some other important activities or appointments?

1. ☐ No.                      2. ☐ Yes.

9. In future, if you decide to visit Bhutan again, what will be your purpose?

1. ☐ Cultural tourism.  
2. ☐ Ecotourism.  
3. ☐ Sports (ice skating, rafting, etc.).  
4. ☐ Self-esteem (trekking, mountaineering etc.).



10. Demographic profile:

1. **Gender.**  
Male. 1. ☐ Female. 2. ☐
2. **Age.**  
25 to 50 years 1. ☐  
Above 50 years 2. ☐
3. **Level of education.**  
High school. 1. ☐ Bachelor's degree 2. ☐  
Master's 3. ☐ Ph.D. 4. ☐
4. **Approximate monthly income:**  
Below US\$ 10,000 1. ☐ US\$10000-20,000 2. ☐  
US\$20000-40000 3. ☐ US\$ 40000 & above 4. ☐
5. **Religion:**  
Christian 1. ☐ Buddhist 3. ☐  
Islamic 2. ☐ Hindu 4. ☐  
5. Others.....
6. **Occupation:**  
1. Legislator/Government Official ☐  
2. Professional ☐  
3. Technicians ☐  
4. Craft and related trade worker ☐  
5. Retired personnel ☐  
6. Others, if any. ....
7. **Country.** .....

***Thank You & Tashi Delek***

Depth of experince \* Participation in cultural activities Crosstabulation

			Participation in cultural activities		Total
			No	Yes	
Depth of experince	Not satisfied	Count	10	0	10
		Expected Count	1.8	8.2	10.0
	Neither satisfied, nor Not satisfied	Count	43	8	51
		Expected Count	9.3	41.7	51.0
	Satisfied	Count	1	88	89
		Expected Count	16.2	72.8	89.0
	Very satisfied	Count	0	147	147
		Expected Count	26.7	120.3	147.0
Total		Count	54	243	297
		Expected Count	54.0	243.0	297.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	245.011 <sup>a</sup>	3	.000
Likelihood Ratio	226.361	3	.000
Linear-by-Linear Association	180.893	1	.000
N of Valid Cases	297		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.82.

# Depth of experince \* Availability of time Crosstabulation

			Availability of time		Total
			No	Yes	
Depth of experince	Not satisfied	Count	10	0	10
		Expected Count	2.1	7.9	10.0
	Neither satisfied, nor Not satisfied	Count	42	9	51
		Expected Count	10.6	40.4	51.0
	Satisfied	Count	5	84	89
		Expected Count	18.6	70.4	89.0
	Very satisfied	Count	5	142	147
		Expected Count	30.7	116.3	147.0
Total	Count	62	235	297	
	Expected Count	62.0	235.0	297.0	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	194.317 <sup>a</sup>	3	.000
Likelihood Ratio	174.632	3	.000
Linear-by-Linear Association	146.580	1	.000
N of Valid Cases	297		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.09.



Depth of experince \* Awareness about site prior to visit Crosstabulation

			Awareness about site prior to visit		Total
			No	Yes	
Depth of experince	Not satisfied	Count	5	5	10
		Expected Count	3.4	6.6	10.0
	Neither satisfied, nor Not satisfied	Count	27	24	51
		Expected Count	17.2	33.8	51.0
	Satisfied	Count	24	65	89
		Expected Count	30.0	59.0	89.0
	Very satisfied	Count	44	103	147
		Expected Count	49.5	97.5	147.0
Total	Count	100	197	297	
	Expected Count	100.0	197.0	297.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.385 <sup>a</sup>	3	.006
Likelihood Ratio	11.889	3	.008
Linear-by-Linear Association	7.056	1	.008
N of Valid Cases	297		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.37.

**Depth of experince \* Presence or absence of competing engagement Crosstabulation**

			Presence or absence of competing engagement		Total
			Yes	No	
Depth of experince	Not satisfied	Count	8	2	10
		Expected Count	1.9	8.1	10.0
	Neither satisfied, nor Not satisfied	Count	44	7	51
		Expected Count	9.4	41.6	51.0
	Satisfied	Count	2	87	89
		Expected Count	16.5	72.5	89.0
	Very satisfied	Count	1	146	147
		Expected Count	27.2	119.8	147.0
Total	Count	55	242	297	
	Expected Count	55.0	242.0	297.0	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	226.834 <sup>a</sup>	3	.000
Likelihood Ratio	202.711	3	.000
Linear-by-Linear Association	161.377	1	.000
N of Valid Cases	297		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.85.

### Depth of experince \* Gender Crosstabulation

			Gender		Total
			Male	Female	
Depth of experince	Not satisfied	Count	4	6	10
		Expected Count	5.4	4.6	10.0
	Neither satisfied, nor Not satisfied	Count	28	23	51
		Expected Count	27.3	23.7	51.0
	Satisfied	Count	44	45	89
		Expected Count	47.6	41.4	89.0
	Very satisfied	Count	83	64	147
		Expected Count	78.7	68.3	147.0
Total	Count	159	138	297	
	Expected Count	159.0	138.0	297.0	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.882 <sup>a</sup>	3	.597
Likelihood Ratio	1.882	3	.597
Linear-by-Linear Association	.731	1	.393
N of Valid Cases	297		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.65.



### Depth of experince \* Age Crosstabulation

			Age		Total
			30 to 50 years	Above 50 years	
Depth of experince	Not satisfied	Count	5	5	10
		Expected Count	3.8	6.2	10.0
	Neither satisfied, nor Not satisfied	Count	18	33	51
		Expected Count	19.6	31.4	51.0
	Satisfied	Count	33	56	89
		Expected Count	34.2	54.8	89.0
	Very satisfied	Count	58	89	147
		Expected Count	56.4	90.6	147.0
Total	Count	114	183	297	
	Expected Count	114.0	183.0	297.0	

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.007	.059	-.115	.909 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.016	.058	-.271	.787 <sup>c</sup>
N of Valid Cases		297			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

**Depth of experince \* Level of education Crosstabulation**

			Level of education				Total
			High School	Bachelors degree	Masters degree	Ph.D	
Depth of experince	Neither satisfied, nor Not satisfied	Count	30	19	9	3	61
		Expected Count	9.0	12.7	22.0	17.3	61.0
	Satisfied	Count	5	27	36	21	89
		Expected Count	13.2	18.6	32.1	25.2	89.0
	Very satisfied	Count	9	16	62	60	147
		Expected Count	21.8	30.7	53.0	41.6	147.0
	Total	Count	44	62	107	84	297
		Expected Count	44.0	62.0	107.0	84.0	297.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.454 <sup>a</sup>	6	.000
Likelihood Ratio	98.664	6	.000
Linear-by-Linear Association	77.156	1	.000
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.04.

### Depth of experience \* Monthly income Crosstabulation

			Monthly income				Total
			Below US\$ 10,000	US\$ 10,000 to 20,000	US\$ 20,000 to 40,000	Above US\$ 40,000	
Depth of experience	Not satisfied	Count	0	3	4	3	10
		Expected Count	.5	3.2	3.7	2.6	10.0
	Neither satisfied, nor Not satisfied	Count	4	19	16	12	51
		Expected Count	2.7	16.1	18.9	13.2	51.0
	Satisfied	Count	2	28	35	24	89
		Expected Count	4.8	28.2	33.0	23.1	89.0
	Very satisfied	Count	10	44	55	38	147
		Expected Count	7.9	46.5	54.4	38.1	147.0
	Total	Count	16	94	110	77	297
		Expected Count	16.0	94.0	110.0	77.0	297.0

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.007	.058	.119	.906 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.010	.059	.169	.866 <sup>c</sup>
N of Valid Cases		297			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



### Depth of experience \* Religion Crosstabulation

			Religion					Total
			Christain	Islamic	Buddhist	Hindu	Others	
Depth of experince	Neither satisfied, nor Not satisfied	Count	17	10	19	7	8	61
		Expected Count	17.0	8.4	18.1	4.3	13.1	61.0
	Satisfied	Count	23	15	22	7	22	89
		Expected Count	24.9	12.3	26.4	6.3	19.2	89.0
	Very satisfied	Count	43	16	47	7	34	147
		Expected Count	41.1	20.3	43.6	10.4	31.7	147.0
Total	Count	83	41	88	21	64	297	
	Expected Count	83.0	41.0	88.0	21.0	64.0	297.0	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.539 <sup>a</sup>	8	.383
Likelihood Ratio	8.774	8	.362
Linear-by-Linear Association	.295	1	.587
N of Valid Cases	297		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.31.

Occupation \* Depth of experince Crosstabulation

			Depth of experince			Total
			Neither satisfied, nor Not satisfied	Satisfied	Very satisfied	
Occupation	Legislator/Gov. official	Count	2	6	11	19
		Expected Count	3.9	5.7	9.4	19.0
	Professional	Count	8	24	37	69
		Expected Count	14.2	20.7	34.2	69.0
	Technicians	Count	8	7	12	27
		Expected Count	5.5	8.1	13.4	27.0
	Craft & related trade worker	Count	8	12	24	44
		Expected Count	9.0	13.2	21.8	44.0
	Retired personnel	Count	24	23	36	83
		Expected Count	17.0	24.9	41.1	83.0
	Others	Count	11	17	27	55
		Expected Count	11.3	16.5	27.2	55.0
Total	Count	61	89	147	297	
	Expected Count	61.0	89.0	147.0	297.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.130 <sup>a</sup>	10	.429
Likelihood Ratio	10.383	10	.408
Linear-by-Linear Association	2.798	1	.094
N of Valid Cases	297		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.90.

**Importance of culture \* Participation in cultural activities Crosstabulation**

			Participation in cultural activities		Total
			No	Yes	
Importance of culture	Not very important	Count	24	2	26
		Expected Count	4.7	21.3	26.0
	Not important	Count	23	11	34
		Expected Count	6.2	27.8	34.0
	Neither important nor Not important	Count	6	25	31
		Expected Count	5.6	25.4	31.0
	Important	Count	1	34	35
		Expected Count	6.4	28.6	35.0
	Very important	Count	0	171	171
		Expected Count	31.1	139.9	171.0
Total	Count	54	243	297	
	Expected Count	54.0	243.0	297.0	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	195.511 <sup>a</sup>	4	.000
Likelihood Ratio	185.187	4	.000
Linear-by-Linear Association	176.975	1	.000
N of Valid Cases	297		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.73.



**Importance of culture \* Awareness about site prior to visit Crosstabulation**

			Awareness about site prior to visit		Total
			No	Yes	
Importance of culture	Not very important	Count	14	12	26
		Expected Count	8.8	17.2	26.0
	Not important	Count	17	17	34
		Expected Count	11.4	22.6	34.0
	Neither important nor Not important	Count	13	18	31
		Expected Count	10.4	20.6	31.0
	Important	Count	7	28	35
		Expected Count	11.8	23.2	35.0
	Very important	Count	49	122	171
		Expected Count	57.6	113.4	171.0
Total	Count	100	197	297	
	Expected Count	100.0	197.0	297.0	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.601 <sup>a</sup>	4	.006
Likelihood Ratio	14.374	4	.006
Linear-by-Linear Association	11.256	1	.001
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.75.

# Importance of culture \* Presence or absence of competing engagement Crosstabulation

			Presence or absence of competing engagement		Total
			Yes	No	
Importance of culture	Not very important	Count	21	5	26
		Expected Count	4.8	21.2	26.0
	Not important	Count	24	10	34
		Expected Count	6.3	27.7	34.0
	Neither important nor Not important	Count	7	24	31
		Expected Count	5.7	25.3	31.0
	Important	Count	1	34	35
		Expected Count	6.5	28.5	35.0
	Very important	Count	2	169	171
		Expected Count	31.7	139.3	171.0
Total	Count	55	242	297	
	Expected Count	55.0	242.0	297.0	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	168.002 <sup>a</sup>	4	.000
Likelihood Ratio	154.003	4	.000
Linear-by-Linear Association	152.448	1	.000
N of Valid Cases	297		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.81.

# Importance of culture \* Gender Crosstabulation

			Gender		Total
			Male	Female	
Importance of culture	Not very important	Count	15	11	26
		Expected Count	13.9	12.1	26.0
	Not important	Count	12	22	34
		Expected Count	18.2	15.8	34.0
	Neither important nor Not important	Count	20	11	31
		Expected Count	16.6	14.4	31.0
	Important	Count	16	19	35
		Expected Count	18.7	16.3	35.0
	Very important	Count	96	75	171
		Expected Count	91.5	79.5	171.0
Total	Count	159	138	297	
	Expected Count	159.0	138.0	297.0	

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.558 <sup>a</sup>	4	.109
Likelihood Ratio	7.611	4	.107
Linear-by-Linear Association	.731	1	.393
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.08.



### Importance of culture \* Age Crosstabulation

			Age		Total
			30 to 50 years	Above 50 years	
Importance of culture	Not very important	Count	11	15	26
		Expected Count	10.0	16.0	26.0
	Not important	Count	10	24	34
		Expected Count	13.1	20.9	34.0
	Neither important nor Not important	Count	13	18	31
		Expected Count	11.9	19.1	31.0
	Important	Count	12	23	35
		Expected Count	13.4	21.6	35.0
	Very important	Count	68	103	171
		Expected Count	65.6	105.4	171.0
Total	Count	114	183	297	
	Expected Count	114.0	183.0	297.0	

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.021	.058	-.369	.713 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.028	.058	-.479	.632 <sup>c</sup>
N of Valid Cases		297			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

**Importance of culture \* Level of education Crosstabulation**

			Level of education				Total
			High School	Bachelors degree	Masters degree	Ph.D	
Importance of culture	Not very important	Count	16	5	3	2	26
		Expected Count	3.9	5.4	9.4	7.4	26.0
	Not important	Count	12	16	4	2	34
		Expected Count	5.0	7.1	12.2	9.6	34.0
	Neither important nor Not important	Count	5	13	9	4	31
		Expected Count	4.6	6.5	11.2	8.8	31.0
	Important	Count	1	7	20	7	35
		Expected Count	5.2	7.3	12.6	9.9	35.0
	Very important	Count	10	21	71	69	171
		Expected Count	25.3	35.7	61.6	48.4	171.0
Total	Count	44	62	107	84	297	
	Expected Count	44.0	62.0	107.0	84.0	297.0	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.728 <sup>a</sup>	12	.000
Likelihood Ratio	111.169	12	.000
Linear-by-Linear Association	86.527	1	.000
N of Valid Cases	297		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.85.

### Importance of culture \* Monthly income Crosstabulation

			Monthly income				Total
			Below US\$ 10,000	US\$ 10,000 to 20,000	US\$ 20,000 to 40,000	Above US\$ 40,000	
Importance of culture	Not very important	Count	0	10	10	6	26
		Expected Count	1.4	8.2	9.6	6.7	26.0
	Not important	Count	2	12	12	8	34
		Expected Count	1.8	10.8	12.6	8.8	34.0
	Neither important nor Not important	Count	3	11	10	7	31
		Expected Count	1.7	9.8	11.5	8.0	31.0
	Important	Count	0	11	15	9	35
		Expected Count	1.9	11.1	13.0	9.1	35.0
	Very important	Count	11	50	63	47	171
		Expected Count	9.2	54.1	63.3	44.3	171.0
Total	Count	16	94	110	77	297	
	Expected Count	16.0	94.0	110.0	77.0	297.0	

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.033	.056	.573	.567 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.039	.058	.667	.506 <sup>c</sup>
N of Valid Cases		297			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.



### Importance of culture \* Religion Crosstabulation

			Religion					Total
			Christain	Islamic	Buddhist	Hindu	Others	
Importance of culture	Neither important nor Not important	Count	25	13	26	9	18	91
		Expected Count	25.4	12.6	27.0	6.4	19.6	91.0
	Important	Count	9	7	11	2	6	35
		Expected Count	9.8	4.8	10.4	2.5	7.5	35.0
	Very important	Count	49	21	51	10	40	171
		Expected Count	47.8	23.6	50.7	12.1	36.8	171.0
Total	Count	83	41	88	21	64	297	
	Expected Count	83.0	41.0	88.0	21.0	64.0	297.0	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.644 <sup>a</sup>	8	.888
Likelihood Ratio	3.472	8	.901
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	297		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.47.

# Occupation \* Importance of culture Crosstabulation

			Importance of culture			Total
			Neither important nor Not important	Important	Very important	
Occupation	Legislator/Gov. official	Count	5	3	11	19
		Expected Count	5.8	2.2	10.9	19.0
	Professional	Count	12	11	46	69
		Expected Count	21.1	8.1	39.7	69.0
	Technicians	Count	10	2	15	27
		Expected Count	8.3	3.2	15.5	27.0
	Craft & related trade worker	Count	13	4	27	44
		Expected Count	13.5	5.2	25.3	44.0
	Retired personnel	Count	32	9	42	83
		Expected Count	25.4	9.8	47.8	83.0
	Others	Count	19	6	30	55
		Expected Count	16.9	6.5	31.7	55.0
	Total	Count	91	35	171	297
		Expected Count	91.0	35.0	171.0	297.0

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.404 <sup>a</sup>	10	.406
Likelihood Ratio	10.933	10	.363
Linear-by-Linear Association	4.167	1	.041
N of Valid Cases	297		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 2.24.

### Importance of culture \* Availability of time Crosstabulation

			Availability of time		Total
			No	Yes	
Importance of culture	Not very important	Count	24	2	26
		Expected Count	5.4	20.6	26.0
	Not important	Count	22	12	34
		Expected Count	7.1	26.9	34.0
	Neither important nor Not important	Count	7	24	31
		Expected Count	6.5	24.5	31.0
	Important	Count	4	31	35
		Expected Count	7.3	27.7	35.0
	Very important	Count	5	166	171
		Expected Count	35.7	135.3	171.0
Total	Count	62	235	297	
	Expected Count	62.0	235.0	297.0	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.170 <sup>a</sup>	4	.000
Likelihood Ratio	142.887	4	.000
Linear-by-Linear Association	143.807	1	.000
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.43.



